

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





LIBRARY  
OF THE  
UNITED STATES  
DEPARTMENT OF AGRICULTURE

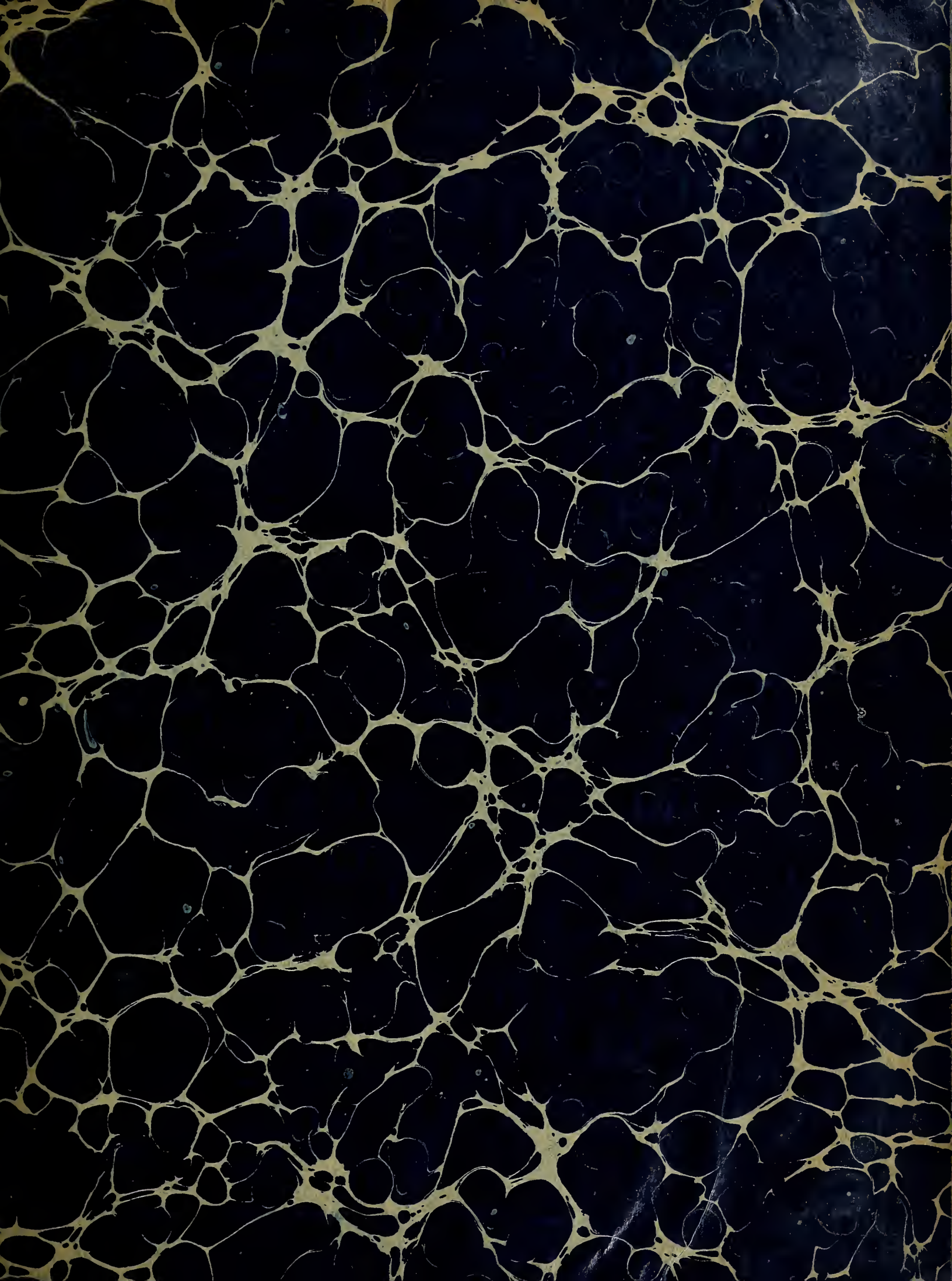
Class 80

Book B46

8-1577

V. 6. July 1911 - June 1912

















NUMBER 1

## FRUIT SHIPPERS AND DEALERS EDITION



*Courtesy of Sutherlin Land and Water Co., Sutherlin, Oregon*

NOT A "FULL DINNER PAIL," BUT A "FULL FRUIT BASKET" FOR THE  
FRUIT GROWER, FRUIT DEALER AND CONSUMER

[illegible]

BETTER FRUIT PUBLISHING COMPANY, PUBLISHERS, HOOD RIVER, OREGON

Official Organ of the Northwest Fruit Growers' Association

Subscription \$1.00 per Year—Single Copy 10 Cents

Dangerous Fruit Pests are Unknown  
in the famous

## BitterRootValley

on Montana's Pacific Slope  
Where the Wormless Apples Grow

### Smudging Is Unnecessary

There has not been a killing frost on the bench lands in the growing season in the history of the Valley. There are no dust storms.

Pure water and sunshine 300 days in the year make ideal health conditions.

Net profits annually range from \$2,000 to \$5,000

on a matured apple orchard of only ten acres.

Undeveloped land in this remarkable fruit district can still be bought for **less money** than is asked in other valleys less perfectly adapted by nature for successful fruit growing. Values now range from \$250 to \$350 per acre.

Developed tracts of ten acres, with contract to cultivate and care for same to five-year maturity, cost only \$5,000 if purchased now. Easy terms of payment for both developed and undeveloped land.

Detailed information upon request.

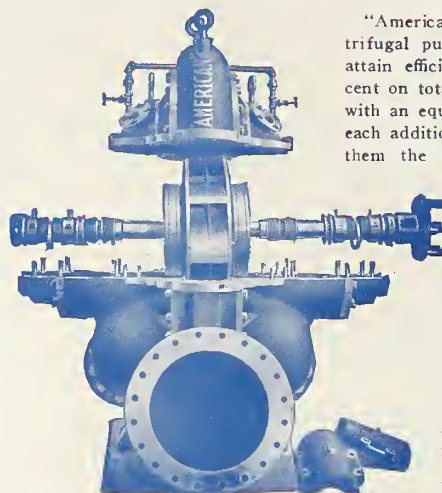
### Bitter Root Valley Irrigation Co.

First National Bank Building, CHICAGO

All the Grand Prizes and All the Gold Medals

Given by the Alaska-Yukon-Pacific Exposition at Seattle  
in 1909 to pumps were awarded to

## "AMERICAN" PUMPING MACHINERY



"American" single stage centrifugal pumps are guaranteed to attain efficiencies of 60 to 80 per cent on total heads up to 125 feet, with an equal increase in head for each additional stage, which makes them the most economical pump made for irrigation purposes.

"American" centrifugals are made in both horizontal and vertical styles, in any size, in any number of stages, and are equipped with any power.

Write for "Efficiency Tests of American Centrifugals," by the most eminent hydraulic engineer on the Pacific Coast. Complete catalogue, No. 104, free.

## The American Well Works

General Office and Works: Aurora, Illinois, U. S. A.

Chicago Office: First National Bank Building

PACIFIC COAST SALES AGENCIES:

70 FREMONT STREET, SAN FRANCISCO

341 SOUTH LOS ANGELES STREET, LOS ANGELES

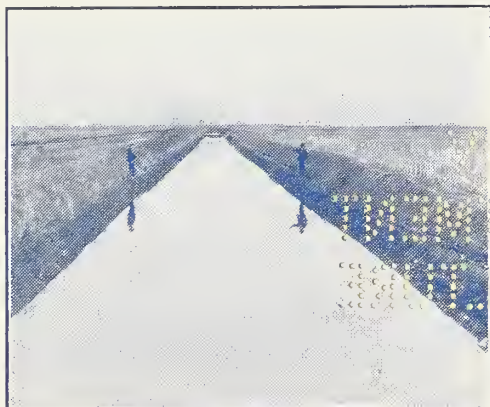
SECOND AND ASH STREETS, PORTLAND, OREGON

1246 FIRST AVENUE SOUTH, SEATTLE

305 COLUMBIA BUILDING, SPOKANE

# THE GRAVITY IRRIGATION SYSTEM OF THE SPOKANE VALLEY

Has developed the greatest apple and berry district of the West. Nearness to market causes larger net returns than in any other locality. Seventy-two trains daily through the valley. Every modern convenience. "Life's journey is swift; let us live by the way." The Spokane Valley has the unique distinction of being the only established apple district near a big city. Think what that means and investigate. Five thousand contented settlers.



THE BEST  
IRRIGATION  
SYSTEM  
IN THE  
WEST



HOMES AND SCHOOL IN THE  
SPOKANE VALLEY

## SPOKANE VALLEY IRRIGATED LAND CO.

401 SPRAGUE AVENUE, SPOKANE, WASHINGTON



# NORTHWESTERN FRUIT EXCHANGE

## A FEDERATION OF PACIFIC NORTHWEST FRUIT GROWERS' INTERESTS

The following local fruit associations are now affiliated with the Northwestern Fruit Exchange for the season of 1911, because the results obtained by the Exchange last year demonstrated beyond question that the important problem of how the fruits should be marketed in order to be of the greatest direct benefit to the growers of Oregon, Washington and Idaho, had been solved:

### OREGON

Rogue River Fruit and Produce Association  
Eugene Fruit Growers' Association  
Umpqua Valley Fruit Union  
Salem Fruit Union  
Farmers' Union Exchange  
Cove Fruit Union

Dufur Valley Fruit Growers' Union  
La Grande Fruit Association  
Imbler Fruitmen's Association  
The Dalles Fruit Growers' Association  
Corvallis Fruit Growers' Association

### WASHINGTON

Cashmere Fruit Growers' Union  
Stevens County Fruit Growers' Union  
Dryden Fruit Growers' Union

Spokane Highland Fruit Growers' Association  
Ridgefield Fruit and Produce Association

### IDAHO

Payette Fruit Packing Company, Ltd.  
Weiser River Fruit Association  
New Plymouth Fruit Growers' Union, Ltd.  
Parma-Roswell Fruit Growers' Association  
Nampa Fruit Growers' Association

Emmett Fruit Growers' Association, Ltd.  
Clearwater River Fruit Growers' Union  
Buhl Fruit Growers' Association  
Council Fruit Shippers' Union

The successful marketing of 700 cars of fruit by the Exchange, from all sections of the Pacific Northwest, in 1910, through the employment of thoroughly scientific methods, giving consideration to the laws of supply and demand throughout the world, was appreciated to the extent that already between 2,000 and 3,000 cars of the 1911 crop are represented in the volume of products to be handled by the Exchange, and negotiations are in progress for the affiliation of a number of additional associations.

**The Northwest grower wants results.** Results in the orchard business can only be accomplished by using the most direct movement of the output between the grower and the consuming trade. It is the saving that counts. The grower wants, and should get, every cent of legitimate profit that he is entitled to. The difference between the cost of producing the fruit, and **its actual market value**, belong to the grower. Actual market values can only be obtained by placing the fruit in the markets where it is wanted, and not in the over-stocked markets. The Northwestern Fruit Exchange places the fruit before the consuming trade that is waiting for it. This can only be done by a daily and intimate knowledge of the markets universal.

One hundred and twenty-five markets were employed by the Exchange in disposing of the 700 cars in 1910; not more than 65 markets had ever been used by the entire Northwest in any previous season in placing its entire output. Nearly every state in the Union tasted of Northwest fruits in 1910, due to this method. New markets previously unacquainted with our products immediately repeated their demand for it.

The Exchange obtained for its representative growers in 1910 record prices for the season. It discounted every other means of selling, and in certain sections where represented, saved the growers between 20 and 30 cents per box over other methods. If every Northwest grower had saved 20 cents per box in 1910, the aggregate would have amounted to **one million dollars**.

Local associations are earnestly invited to investigate the principles, policy and methods of the Exchange; its records are open to all legitimate growers, and full information will be cheerfully sent upon application.

Local associations or unions desiring to consider the use of our marketing system for the 1911 crop are requested to let us know at the earliest moment, as our pro-season campaign will be commenced in the immediate future through our district offices in the United States.

# NORTHWESTERN FRUIT EXCHANGE

General Offices, Spalding Building, Portland, Oregon

President, REGINALD H. PARSONS (President Hillcrest Orchard Co., Medford, Oregon; Director Rogue River Fruit and Produce Association)

Secretary, C. A. MALBOEUF

Vice President, W. N. IRISH (President Yakima County Horticultural Union)

Treasurer and General Manager, W. F. GWIN (Secretary Kemmar Orchard Company)

IF YOU WANT TO  
MARKET YOUR

**FRUIT**

RIGHT

ALWAYS SHIP TO

**W. B. Glafke Co.**

WHOLESALE FRUITS  
AND PRODUCE

108-110 Front Street  
PORTLAND, OREGON

W. H. DRYER

W. W. BOLLAM

**DRYER, BOLLAM & CO.**

GENERAL COMMISSION MERCHANTS

128 FRONT STREET

PHONES: MAIN 2348  
A 2348

PORTLAND, OREGON

**Levy & Spiegl**

WHOLESALE  
FRUITS & PRODUCE  
*Commission Merchants*

SOLICIT YOUR CONSIGNMENTS

Top Prices and Prompt Returns  
PORTLAND, OREGON

*Correspondence Solicited*

**RYAN & VIRDEN CO.**

BUTTE, MONTANA

*Branch Houses:*  
Livingston, Bozeman, Billings  
Montana  
Pocatello, Idaho  
Salt Lake City, Utah

**Wholesale Fruit and Produce**

WE HAVE MODERN COLD STORAGE FACILITIES  
ESSENTIAL FOR HANDLING YOUR PRODUCTS  
*A strong house that gives reliable market  
reports and prompt cash returns*

The Old Reliable  
**BELL & CO.**

Incorporated

WHOLESALE  
FRUITS AND  
PRODUCE

112-114 Front Street  
PORTLAND, OREGON

**Richey & Gilbert Co.**

H. M. GILBERT, *President and Manager*

Growers and Shippers of  
YAKIMA VALLEY FRUITS  
AND PRODUCE

Specialties: Apples, Peaches, ...  
Pears and Cantaloupes

TOPPENISH, WASHINGTON

FAMOUS HOOD RIVER

**APPLES**

Spitzenbergs, Newtowns, Jonathans,  
Arkansas Blacks, Ortleys, Baldwins,  
Winesaps, R. C. Pippins, Ben Davis,  
M. B. Twigs

Look Good, Taste Better, Sell Best

*Grade and Pack Guaranteed*

**Apple Growers' Union**

Hood River, Oregon

**Mark Levy & Co.**

COMMISSION  
MERCHANTS

WHOLESALE FRUITS

121-123 FRONT AND  
200 WASHINGTON ST.

PORTLAND, OREGON

**T. O'MALLEY CO.**

COMMISSION MERCHANTS

Wholesale Fruits and Produce

We make a specialty  
in Fancy Apples, Pears and  
Strawberries

130 Front Street, Portland, Oregon

**SGOBEL & DAY**

*Established 1869*

235-238 West Street

NEW YORK

Strictly commission house. Specialists in apples,  
pears and prunes. Exporters of Newtown Pippins  
to their own representatives in England

QUALITY  
QUALITY  
QUALITY



# D. CROSSLEY & SONS

Established 1878

## APPLES FOR EXPORT

California, Oregon, Washington, Idaho and Florida fruits. Apples handled in all European markets. Checks mailed from our New York office same day apples are sold on the other side. We are not agents; we sell apples. We make a specialty of handling APPLES, PEARS AND PRUNES on the New York and foreign markets. Correspondence solicited.

200 to 204 FRANKLIN STREET, NEW YORK  
NEW YORK LIVERPOOL LONDON GLASGOW

## SIMONS, SHUTTLEWORTH & CO.

LIVERPOOL and MANCHESTER

SIMONS, JACOBS & CO.  
GLASGOWJ. H. LUTTEN & SON  
HAMBURGOMER DECUGIS ET FILS  
PARISGARCIA, JACOBS & CO.  
LONDON

## European Receivers of American Fruits

FOR MARKET INFORMATION ADDRESS:

Simons, Shuttleworth & French Co.  
204 Franklin Street, New YorkWalter Webbling  
46 Clinton Street, BostonJohn Brown  
Brighton, OntarioIra B. Solomon  
Canning, Nova ScotiaWm. Clement  
Montreal, QuebecD. L. Dick  
Portland, Maine

OUR SPECIALTIES ARE APPLES AND PEARS

## Irrigation - Drainage - Conservation - Development

In whatever way you are trying to get the most out of your land, you like to get all the help you can for the least money. There are and will be in every number of the

### NATIONAL LAND AND IRRIGATION JOURNAL

enough helpful suggestions and items of valuable information about what is being done or tried in your own section and in other places to cover the subscription price a dozen times.

The price is only One Dollar a year. Send it today, in any form your please.

### NATIONAL LAND AND IRRIGATION JOURNAL

30 SOUTH MARKET STREET

CHICAGO, ILLINOIS

*If you want to  
know about*

# OREGON

*Subscribe  
for*

## THE CHAMBER OF COMMERCE BULLETIN

*The Largest Commercial Magazine in the West. Devoted to upbuilding Oregon and the Pacific Northwest*  
SUBSCRIBE NOW, \$1.50 PER YEAR

ADDRESS

## THE CHAMBER OF COMMERCE BULLETIN

DAVID N. MOESSOHN, Publisher  
Suite 717 Chamber of Commerce Building, PORTLAND, OREGON

*Ship Your APPLES and PEARS to the Purely Commission and Absolutely Reliable House*

# W. DENNIS & SONS

## LIMITED

COVENT GARDEN MARKET  
LONDON

*and*

CUMBERLAND STREET  
LIVERPOOL

## SLOCOM'S BOOK STORE

**Office Supplies  
Stationery**

**Ledgers, Journals, Time Books  
Memorandum Books  
Rubber Stamps**

**Souvenir Postals      Picture Frames**

## SEATTLE

Increased 194 per cent in population, according to Uncle Sam's last census. This is more than any other large city in the PACIFIC NORTHWEST.

### WASHINGTON

Leads all states of the Union in growth, having increased 120.4 per cent, according to the same authority.

If you want accurate information about Seattle and Washington, subscribe for

### PACIFIC NORTHWEST COMMERCE

The official publication of the Seattle Chamber of Commerce. Comes monthly, \$1.50 a year.

Address

### PACIFIC NORTHWEST COMMERCE

Suite 842 Central Building  
SEATTLE, WASHINGTON

## MCEWEN & KOSKEY

**Wholesale Fruit and Produce  
and General Commission  
Merchants**

129 Front Street, Portland, Oregon

## CONSIGNMENTS

Are solicited, all your shipments  
receiving our personal attention

# Spitzenbergs & Newtowns

*From the*  
**Hood River Valley,  
Oregon**

Took the first prize on carload entry at the Third National Apple Show, Spokane, Washington, and Chicago, Illinois, 1910.

The Spitzenberg car scored, out of a possible 1,000 points, 997. The Newtown car, out of a possible 990 points, scored 988.

The Spitzenberg carload also won the championship carload prize at this show.

## Can You Beat It?

We have got land improved and unimproved that is growing such fruit and that can grow it.

We are agents for the Mount Hood Railroad Company's logged off lands in Upper Hood River Valley. Many started in a small way; today they are independent. You can begin today. It pays to see us. Send today for large list of Hood River orchard land, improved and unimproved, and handsome illustrated booklet.



*The above picture shows a prize-winning exhibit of Upper Hood River Valley apples at the Hood River Apple Show*

**W. J. Baker & Company** Hood River Oregon

The oldest real estate firm in Hood River. Best apple land our specialty



# FREY-WATKINS CO., INC.

ROCHESTER, NEW YORK

JOBBER OF

**Fruits and Produce in Straight and Mixed Cars**

Cold storage at Le Roy and Hilton, New York. Ship your apples to us for sale and storage. Reasonable advances, prompt returns.

References: Produce Reporter Company, mercantile agencies, the banks of Rochester

## Stanley-Smith Lumber Co.

WHOLESALE AND RETAIL

## LUMBER

*Lath, Shingles, Wood, Etc.*

HOOD RIVER, OREGON

## Ryan & Newton Company

Wholesale Fruits & Produce

Spokane, Washington

We have modern cold storage facilities essential for the handling of your products

*Reliable Market Reports*

PROMPT CASH RETURNS

## YAKIMA COUNTY HORTICULTURAL UNION

North Yakima, Washington

C. R. Paddock, Manager

Apples, Pears, Peaches, Cherries  
Plums, Prunes, Apricots, Grapes  
and Cantaloupes

Mixed carloads start about  
July 20. Straight carloads in  
season. Our fruit is the very  
best grade; pack guaranteed

We use Revised Economy Code

References { District National Bank  
American National Bank

Codes { Economy  
Bakers  
Revised Citrus

## ERNEST M. MERRICK

### Wholesale Fruit Commission Merchant

### APPLES A SPECIALTY

937-939 B Street, N. W.

WASHINGTON, D. C.

We have been established here for over twenty-two years in one of the best localities in the city. Our facilities are at least equal to any house in the city in our line of business.

WE SPECIALIZE IN  
**APPLES**

## Ridley, Houlding & Co.

COVENT GARDEN, LONDON

WE WANT TO REPRESENT THE GROWERS OF  
BETTER FRUIT. We know that our  
BETTER METHODS of selling will bring  
BETTER RESULTS

A Trial Solicited

All Shipments Receive Personal Attention

# TREES APPLE, CHERRY TREES PEAR, PEACH

**MILTON NURSERY COMPANY**

A. MILLER & SONS, Inc.

You cannot afford to take a chance in buying trees to plant for future profit. It requires knowledge, experience and equipment to grow reliable nursery stock.

**OUR 33 YEARS' EXPERIENCE** in growing first-class trees, true to name, for commercial orchards, insures our customers against any risk as to quality and genuineness of stock.

Orders are now being booked for fall delivery 1911. Catalog and price list free for the asking.

Address all communications to

**MILTON NURSERY COMPANY, Milton, Oregon**

# ORCHARD YARN

For methods and advantages in using Orchard Yarn read the first article in December issue of "Better Fruit" by a world expert.

Tarred Orchard Yarn is used by the foremost growers in all sections.

Natural, practical, economical method of supporting heavily laden trees instead of props. Makes cultivation easier and does not chafe the limbs.

Testimony: More Yarn sold last year than all previous years combined. Sold by all dealers.

Manufactured and sold by

**THE PORTLAND CORDAGE COMPANY**

PORTLAND, OREGON

SEATTLE, WASHINGTON

# OPPORTUNITY

"THE CREAM OF THEM ALL"

**In the Spokane Valley, Washington**

THE KIND OF IRRIGATED FRUIT LAND THAT MEANS BIG PROFITS FOR YOU



A PRODUCING ORCHARD AT OPPORTUNITY, WASHINGTON

OPPORTUNITY has not only proven itself one of the finest orchard projects in the Northwest, but is the ideal place for the home-builder. Its proximity to the city of Spokane, three miles distant, splendid market facilities, steam and electric lines, churches, schools, electric lights, telephone service, water under pressure for domestic use, and the irrigation water carried to highest point on each tract, gives the purchaser all the conveniences of the city and the comforts of the country.

GET THE FACTS—WRITE FOR BOOKLET

**Modern Irrigation and  
Land Company**

326 First Avenue

SPOKANE, WASHINGTON

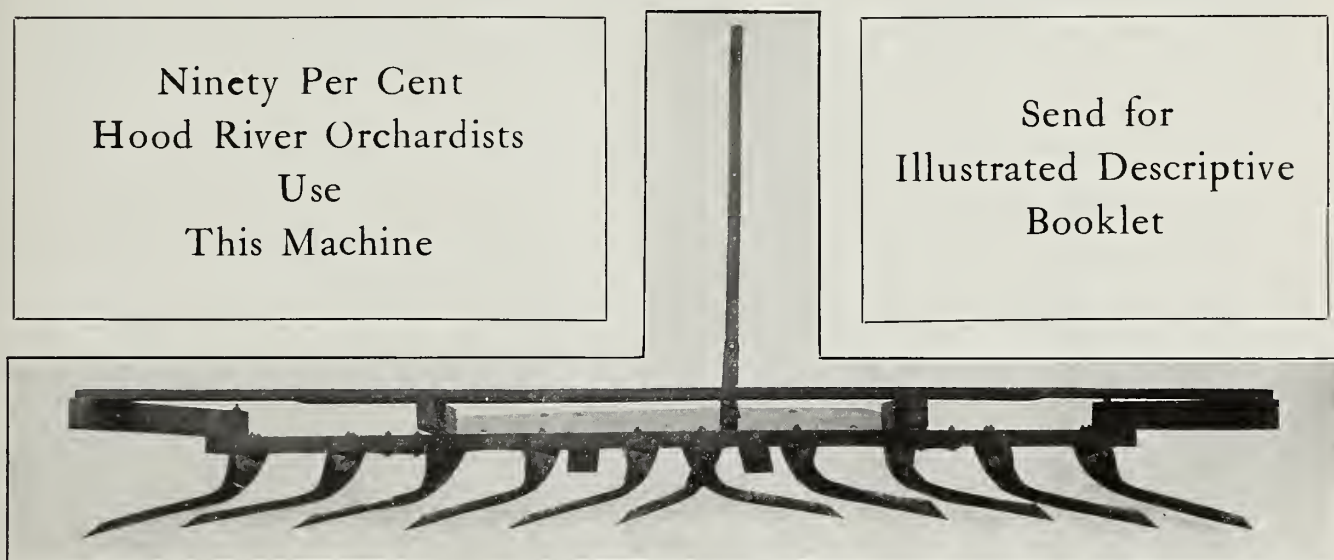


# KIMBALL CULTIVATOR

*Great Weeds and Ferns Exterminator*

Ninety Per Cent  
Hood River Orchardists  
Use  
This Machine

Send for  
Illustrated Descriptive  
Booklet



Hood River, Oregon, February 26, 1910

Mr. W. A. Johnston,  
The Dalles, Oregon

Dear Sir: I use three "Kimball Cultivators" in my orchard. There is nothing better as a weeder, dust mulcher, or to stir the soil.

Yours truly,

E. H. Shepard, *Editor "Better Fruit"*

## W. A. JOHNSTON, Manufacturer

Office and Factory, 422 East Third Street, The Dalles, Oregon

Long Distance Phone, Red 991

## White Salmon, Washington, Orchard Lands, 30 Day Specials

777—10 acres first-class orchard land, only 5 miles out; red shot soil, fine view, on county road. Only \$125 per acre, on easy terms.

779—20 acres  $7\frac{1}{2}$  miles out, near sawmill, store and postoffice; easily cleared, some brush land; 1 acre under plow; small cabin; good soil. Present price only \$2,100; easy terms.

788—40 acres near large orchard company's property; county road on one side; little or practically no waste land; red shot soil; 11 miles to town, 2 miles to postoffice; owner needs money. Sell for \$75 per acre; \$500 cash, \$25 per month, 7 per cent interest.

790—80 acres only 8 miles from North Bank station, 2 miles to store and postoffice. \$5,000 for the 80; only \$2,000 cash, \$1,000 per year, 7 per cent interest. **THIS OFFER THIS MONTH ONLY.**

**H. W. DAY REALTY CO., White Salmon, Washington**

(Successors to White Salmon Realty Co.)

APPLES

PLUMS

PEARS

PEACHES

PRUNES

## WHITE SALMON VALLEY THE LAND OF OPPORTUNITY

Located across the Columbia River from Hood River, Oregon, the White Salmon Valley offers the greatest opportunities of any land on earth to fruit growers.

**WHERE APPLES, CHERRIES, PEACHES, PEARS, PRUNES AND STRAWBERRIES GROW TO PERFECTION**

A few dollars invested in fruit land today will return to you in a very few years sixty-fold. The **SOIL, CLIMATE, WATER** and **SCENERY** are unsurpassed by that of any country.

We have bargains in orchard lands in and near White Salmon, also large and small bodies of timber land, cheap.

WRITE US FOR DESCRIPTIVE MATTER AND PRICES

**ESTES REALTY & INVESTMENT CO.**

White Salmon, Washington

BERRIES

CHERRIES

STRAWBERRIES

NUTS

JONATHANS NEWTOWNS

SPITZENBERGS WINESAPS

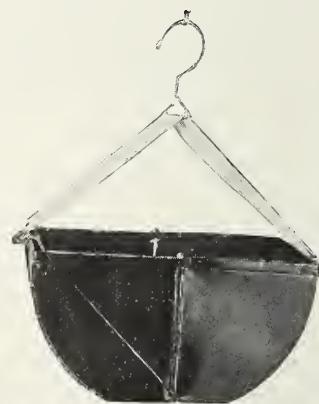
THE SIMPLEST, EASIEST AND  
MOST PERFECT

# Picking Bucket

ON THE MARKET

Every piece of fruit that is picked without bruising is  
*money in your pocket. A day's picking will pay for it.*

PRICE, \$1.50



AGENTS WANTED AT ONCE

WRITE

## Palmer Bucket Co.

HOOD RIVER, OREGON

P. S. — Tomatoes, cherries, grapes and all tender fruit can be emptied from this bucket without a bruise.



# Apple Growers Get Busy

# \$500 in Gold for You



At the American Land and Irrigation Exposition to be held in New York this fall, the Northern Pacific Railway is offering a prize of \$500 in gold for the best exhibit of 25 boxes of apples—any variety or varieties, a single variety to the box—competition open to the world. The conditions are:

The facts regarding the fruit, as asked by the judges, must be sworn to and attested by two witnesses. The apples must be exhibited by actual grower or his authorized agent. The grower must own the land or be the proprietor by virtue of lease or crop-sharing system of cultivation. Condition of fruit as to size and weight, appearance, perfection of type, method of packing, and date of picking will govern in the award. The competition is **not** open to dealers or any other than bona fide growers, as heretofore stated. The 25 boxes may be all of one variety, or of several varieties—the latter is preferable and will no doubt act as a factor in the award, since variety helps the display, generally speaking. There must be but one variety in each box, however.

This is a great opportunity to advertise the Northwest in the heart of the over-crowded East, and at the very gateway to our country. Let us tell the people, not only in the United States, but of Canada and the entire world, what magnificent fruit is raised in our great Northwest.

The winning of this prize will benefit not only the Northwest as a whole, but will be a great benefit to the locality which earns the prize. It will mean the boosting of land values. It will mean the directing of special attention to your section. It cannot be too strongly emphasized what this opportunity means to you and to your community. If you secure this prize at this exposition it will stamp you as the big man in your community, and it will also stamp your community as a favored one in the Northwest, and lastly, it will direct attention and arouse interest in the entire Northwestern United States.

Entry blanks, rules and regulations covering awards will be printed and sent out later by the Exposition management to all requesting them.



Write today for copy of circular telling about this and other prizes to be awarded for exhibits of products. Address

A. D. CHARLTON, Assistant General Passenger Agent, Portland, Oregon, or

A. M. CLELAND, General Passenger Agent, St. Paul, Minnesota

# Northern Pacific Ry.

# Irrigated Orchard Tracts **Rogue River Valley**



ROGUELANDS IRRIGATED ORCHARD TRACTS

OREGON ORCHARDS ARE THE MOST FAMOUS  
IN THE WORLD

ROGUE RIVER VALLEY IS THE BEST ORCHARD  
DISTRICT IN OREGON

SOLD ON SMALL MONTHLY  
OR ANNUAL PAYMENT PLAN

The Rogue River Valley has made the apple king. It has won the national prizes at the greatest shows ever held in America. It has received the highest prices ever paid for fruit in the New York and London markets. It has been declared by government experts to be the most perfect fruit belt in the world, and has proven beyond the question of a doubt that it will be the most important fruit section in the entire country. The development of orchard tracts is very profitable. You can make \$1,000 per annum on a five-acre tract while your orchard

is coming into bearing. You can clear \$500 per acre when your orchard is developed. We will sell you a five-acre irrigated orchard tract in the very heart of this wonderful orchard country, with splendid railroad facilities, near the prosperous city of Medford, planted to standard varieties of apples or pears, at \$350 per acre; \$350 cash, balance covering a period of four years. Orchards cared for during a period of five years or turned over at once to the purchaser.

Let us tell you all about the glorious country of Southern Oregon and the wonderful orchards that have made this valley famous. Write for our literature. Our references: Bradstreets and R. G. Dun.

## ROGUELANDS, INC.

FRED N. CUMMINGS, MANAGER

MEDFORD, OREGON

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

## *Dollars and Dollars and Dollars*

Yes, that is what our Shrubbery and Fruit Trees yield to our customers. Our Ornamental Trees and Shrubbery enable our customers to inhabit the most beautiful spots on earth.

If interested, call our salesman or write us.

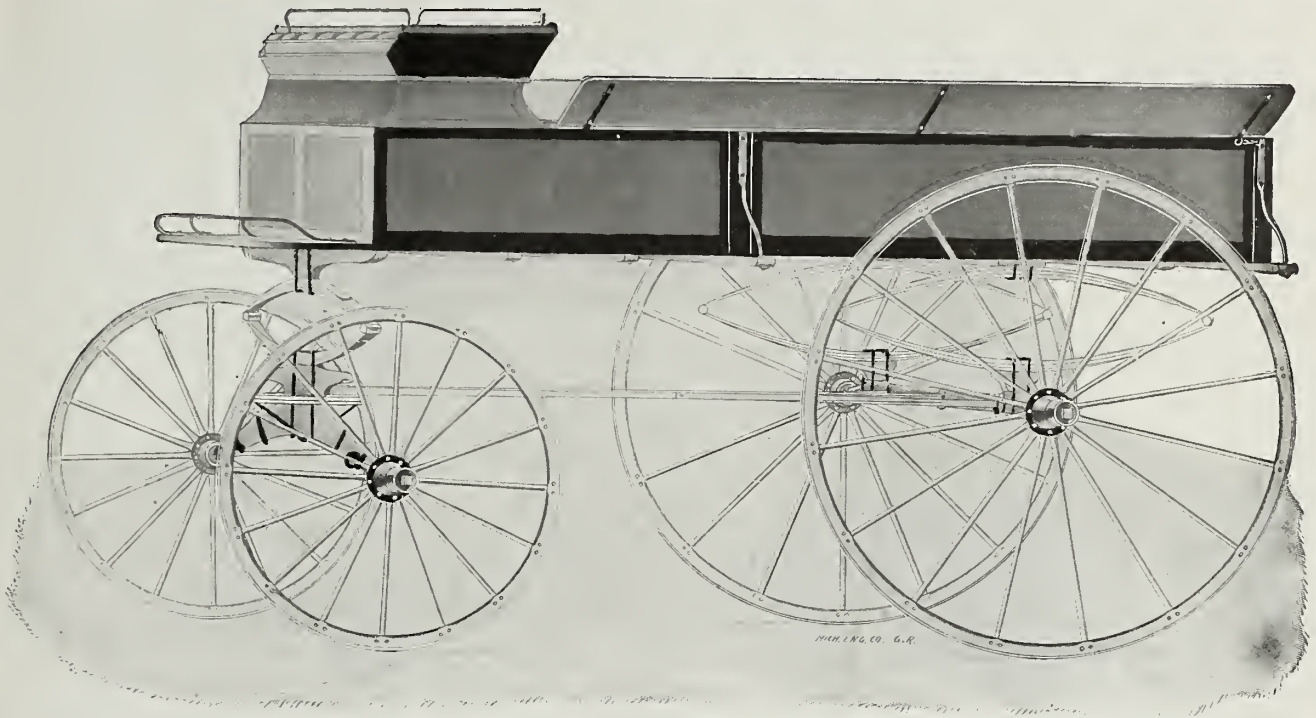
ALWAYS ROOM FOR ONE  
MORE SALESMAN

## Capital City Nursery Company

413-416 U. S. National Bank Building, SALEM, OREGON



# Fruit and Berry Wagons of All Descriptions



We are prepared to furnish regular or special wagons on short notice  
Let us figure with you

## Scott-Munsell Implement Co.

321-329 East Morrison Street, PORTLAND, OREGON

## COOPER'S SPRAY FLUIDS

### Read what Hood River says

Hood River, Oregon, Nov. 27, 1909.  
This is to certify that I have used Cooper's Tree Spray Fluids, VI, for killing San Jose scale and found it very effectual.

G. R. Castner, County Fruit Inspector.

### APTERITE

THE SOIL FUMIGANT  
DESTROYS INSECTS IN THE GROUND

REDUCES LOSSES SAVES PROFITS  
IT WILL PAY YOU TO INVESTIGATE

Write for 1910 booklet (32 pages)  
Testimony from fruit growers everywhere

Agent:

C. G. ROBERTS

247 Ash Street Portland, Oregon

Sole Manufacturers:

William Cooper & Nephews  
CHICAGO, ILLINOIS

**O-E OLSEN LITHOGRAPH CO.**  
FRUIT LABELS  
330 JACOBSON ST. SAN FRANCISCO.

Specimen of  
**CALIFORNIA  
SOUVENIR  
CALENDAR**  
2ND EDITION  
Size 9x27  
LITHOGRAPHED  
BY US  
IN 9 COLORS

Mailed to  
any address  
in USA or  
Canada for  
10¢ in stamps

1911 MARCH 1911											
5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									

**O-E OLSEN LITHOGRAPH CO.**  
330 JACOBSON ST. SAN FRANCISCO

▼ ▼ ▼ APPLE BOX LABELS  
PEAR \* \* \*  
▲ ▲ ▲ PEACH \* \* \* ETC

WRITE FOR SAMPLE LABELS

WE MAKE 200 DIFFERENT SIZES.  
SUITABLE FOR EVERY PURPOSE

## Pearson Coated Nails

are the

**RECOGNIZED STANDARD**

Fruit Box Nails

To insure always getting

Best Quality,  
Proper Size, and  
Full Count Nails

specify **PEARSON**, and take no substitute.

Why not accept this advice when **PEARSON'S** cost no more?

**J. C. Pearson Co.**

Boston, Massachusetts

Sole Manufacturers

**A. C. RULOFSON CO.**

315 Monadnock Building, San Francisco  
Pacific Coast Sales Agents



We invite inquiries from  
Prospective Buyers of

# Catalogs

Folders and  
Advertising  
Matter of All  
Kinds. Facilities the best

F. W. BALTES  
and COMPANY

PORTLAND **Printers** OREGON

## For Orchard Cultivation This Harrow Has Made Good

The "ACME" is the only implement you need to follow the plow in any kind of ground. It works either irrigated or dry farms. The sharp, sloping coulters on the "ACME" cut through the sod or stubble turned under by the plow, and do not drag it to the surface. The "ACME" is a perfect weed exterminator and mulcher, and will keep down weed growths in all orchards.

### ACME Pulverizing Harrow, Clod Crusher and Leveler —

is also the best Harrow for general farming, and for fitting soil for grains, alfalfa, etc., because the coulters work every inch of the soil, cutting through to the under soil, which other harrows leave lumpy and full of air spaces, pulverizes and then compacts this under soil and leaves the top soil loose. Soil harrowed with an "ACME" will attract and conserve all the moisture for the benefit of the growing crops. Made entirely of steel and iron. In sizes to suit every one—3 to 17½ feet wide. Each and every part guaranteed.

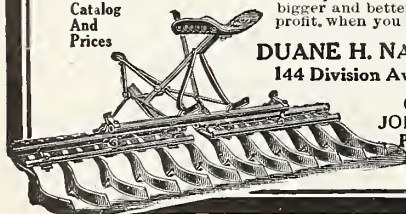
**Keeps Down Weed Growth—Produces Ideal Surface  
Mulch—No Tree Roots Injured by The Coulters—  
Branches Not Disturbed by Horses.**

Write for  
Catalog  
And  
Prices

Send for our combined catalog and booklet  
—"Preparation of The Soil," which will mean  
bigger and better growth for you and more  
profit, when you have read it.

**DUANE H. NASH, Incorporated**  
144 Division Ave., Millington, N. J.

**GENERAL AGENTS:**  
**JOHN DEERE PLOW CO.**  
Portland, Ore., Spokane, Wash.



## Spray Your Fruit for Codling Moth with Grasselli Arsenate of Lead IT IS THE BEST

We are now ready to demonstrate the correctness of our statement from a practical standpoint.

We give you the following names and addresses of the winners of the Grand Sweepstakes prize of \$1,000 for the best car of apples shown at the National Apple Show, Spokane, Washington:

1908—M. Horan, Wenatchee, Washington.

1909—Tronson & Guthrie, Eagle Point, Oregon.

1910—C. H. Sproat, Hood River, Oregon.

All sprayed with Grasselli Arsenate of Lead.

Bear in mind that this material was used at three different points, and during three different seasons. Does this not demonstrate to your satisfaction the superiority of Grasselli Arsenate of Lead, both as to locality and climate in which it may be used?

If so, it will not be necessary to ask yourself the question, "What Arsenate of Lead shall I use this season?" You will order Grasselli Brand.

Do not buy Arsenate of Lead on arsenic contents alone. Bear in mind when buying this spray that lead should be given equal consideration with arsenic, because it increases the adhesive properties and reduces to a minimum foliage injury.

### DISTRIBUTERS IN THE NORTHWEST:

Inland Seed Co., Spokane, Washington

Hardie Manufacturing Co., Portland, Oregon

Samuel Loney & Co., Walla Walla, Washington

Missoula Drug Co., Missoula, Montana

Western Hardware & Implement Co., Lewiston, Idaho

Salem Fruit Union, Salem, Oregon

Hood River Apple Growers' Union, Hood River, Oregon

C. J. Sinsel, Boise, Idaho

Yakima County Horticulturists' Union, North Yakima, Washington

Darrow Bros. Seed & Supply Co., Twin Falls, Idaho

Rogue River Fruit and Produce Ass'n, Medford, Oregon

And in all consuming districts.

WRITE THE ABOVE, OR

**H. N. LYON, Northwestern Representative**

505 Concord Building, Portland, Oregon,

for name of nearest distributor

**THE GRASSELLI CHEMICAL CO.**

Established 1839

**Main Office, Cleveland, Ohio**

St. Paul, Minnesota.....172 and 174 East Fifth Street  
Chicago, Illinois.....2235 Union Court  
New York City.....60 Wall Street  
St. Louis, Missouri.....112 Ferry Street  
New Orleans, Louisiana.....Godchaux Building  
Cincinnati, Ohio.....Pearl and Eggleston Streets  
Birmingham, Alabama.....825 Woodward Building  
Detroit, Michigan.....Atwater and Randolph Streets



# Okanogan Irrigation and Improvement Co.

Capital Stock, \$500,000

Project in the very heart of the justly famous fruit belt of Okanogan County, Washington.

Over 15,000 acres of irrigated land below the high line ditches of this Company.

Ten thousand acres of land now under contract, and as much more available for irrigation.

Two thousand square miles of watershed on mountain streams furnish an abundant supply of water.

Reservoirs with storage capacity for twice as much water as needed for reserve supply in seasons of possible drouth.

Work on ditches started April 1. Sixty-three teams and men with most modern equipment now digging more than two miles of ditch each week. Company expects to have water in main canal before November 1, 1911.

No Better Fruit Land  
in the  
State of Washington

A small block of stock for sale at \$100 per share. Details of plan to furnish choice fruit land with perpetual water right for less than \$100 per acre will be furnished on application to the Spokane office of the Company, 518 Paulsen Building.

## Ogburn's Fruit Gathering Vessels

THIS VESSEL IS INDORSED BY HORTICULTURAL COLLEGES, FRUIT ASSOCIATIONS AND GROWERS. YOU CANNOT AFFORD TO BE WITHOUT THEM. EACH ONE WILL PAY FOR ITSELF MANY TIMES IN SAVING YOUR CROP.

1911 Vessels equipped with non-shrinkable canvas bottoms, improved fastenings and shoulder strap complete.

Saves money by preventing bruising fruit in handling from tree to box. Saves time by being quick to operate and leaving both hands free to gather with. Money saved is money made.

Especially designed for apples, pears, peaches, oranges, lemons and tomatoes.

Can be used to great advantage in gathering cherries, plums, prunes and grapes. In handling small fruits, place a piece of wrapping paper in the bottom. The canvas bottom slides underneath the paper and delivers the fruit on your packing table without the slightest injury.

This Vessel is an oblong metal pail, black japanned, larger at the bottom than top, equipped with canvas bottom which slides from underneath the fruit, simply laying it on the bottom of the box, or where desired, without disturbing the fruit, the bell-shaped pail lifting off without injuring the fruit in any way.

THE VESSEL HOLDS ONE-HALF BUSHEL OR HALF BOX OF APPLES, AND IN EMPTYING THE SECOND TIME THE CANVAS BOTTOM EASES THE FRUIT IN THE VESSEL ON THAT IN THE BOX WITHOUT BRUISING OR SCRATCHING, WHICH IS PRACTICALLY IMPOSSIBLE WITH THE WOOD OR METAL BOTTOM PAIL.

If your hardware dealer or association haven't this Vessel in stock order direct from factory.

Trade price list furnished merchants and agents by Wheeling Corrugating Company, Wheeling, West Virginia, upon application.

Address all orders to factory.

All goods shipped direct from factory.

Manufactured and Distributed by

**WHEELING CORRUGATING COMPANY**  
Wheeling, West Virginia

For J. H. OGBURN, Patentee  
WENATCHEE, WASHINGTON

Took first prize and gold medal at National Apple Show, Spokane, Washington, November 14 to 19, 1910.

### THE LATEST INVENTION



(SPECIAL ORDER BLANK)

WHEELING CORRUGATING COMPANY  
Wheeling, West Virginia

Gentlemen: Please ship me the following order:

.....Ogburn Fruit Gathering Vessels at \$1.50 each, complete, FREIGHT PAID.

.....Ogburn Fruit Gathering Vessels at \$1.75 each, complete, BY MAIL OR EXPRESS PAID.

.....Extra non-shrinkable canvas bottoms with fastenings, 75 cents per set, by prepaid freight or express.

NO FREIGHT ORDER RECEIVED FOR LESS THAN ONE DOZEN VESSELS  
Enclosed please find check, draft or money order for \$..... to cover above order.

Write Name and  
Address Clearly

Name.....

P. O. ....

State.....

Freight or Express point.....

Neither manufacturer nor patentee are liable for goods after delivery to railway or express company.



# Corrugated Paper

Its use in your Pear or Apple box will prevent the fruit from getting bruised when being packed or in transit.



**Corrugated Paper Acts as a Cushion to Your Fruit**

G. P. READ, 199 Duane Street, New York

Write for samples and prices. Send for one of my booklets on Fruit Packing Supplies. IT IS FREE.

Branch Office and Factory, Albion, N. Y.

# Arcadia Irrigated Orchards

**The Largest Irrigated Orchard Project in the Northwest**

Arcadia is located twenty-two miles from Spokane. Our soil is rich and deep, entirely free from gravel, rock and alkali. Gravity irrigation, excellent transportation, ideal climate, no dust or sand storms.

**OUR PLAN:** We plant, cultivate, irrigate, spray, prune and care for the orchard for four years. Water free. Real estate taxes paid for five years. Over 4,000 acres is now planted to winter apples. You may remain at your present occupation while your orchard is brought to bearing, or, if desired, move onto the land at once.

**TERMS:** \$125.00 first payment secures five acres; \$250.00 first payment secures ten acres; balance monthly. Eight years in which to pay for your orchard. Write for literature.

**ARCADIA ORCHARDS COMPANY, Spokane, Washington**

# Western Pacific Railway

**The New Transcontinental Highway**

**REACHES** a rich agricultural territory hitherto without a railroad.

**OPENS** new markets to the merchant and orchardist and a virgin field to the land-seeker.

A one per cent maximum grade, obtained at the cost of millions, makes possible the fastest freight service ever given to California shippers

**DAILY** through merchandise cars for package freight

**FROM** Boston, New York, Chicago, St. Louis and Kansas City

**FOR** all points in Northern and Central California.

*For rates and routing instructions, etc., write H. M. ADAMS, F. T. M., Mills Building, San Francisco*

**The New Transcontinental Highway**

# Western Pacific Railway

**ACID BLAST ETCHED PLATES**  
*We have installed the only etching machines in the State of Oregon*  
*Blast etched cuts have a printing quality which has never before been obtainable with process engraved plates . . . . .*  
**THEY COST THE SAME AS THE OTHER KIND**

**WE MAKE CUTS THAT PRINT**

**HICKS - CHATTEN ENGRAVING CO.**  
 607 BLAKE-McFALL BLDG., PORTLAND, OREGON

YOU KNOW  
WE KNOW

# HOOD RIVER

BY REPUTATION  
BY EXPERIENCE

For fifteen years we have been the largest developers of orchard lands in the Hood River Valley. More than 300 acres from just-planted to full-bearing are exhibits of our ability to grow profitable orchards. Tell us what you want and we can place you right. We are interested in two large companies which sell land in undeveloped state on installment payments and contract to clear, plant and care for the orchards up to the bearing age. Buyers and agents, get in touch with us.

CHARLES R. BONE

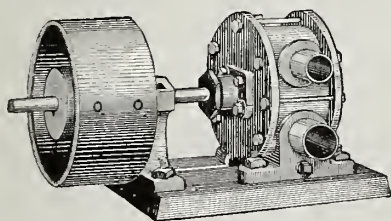
J. E. MONTGOMERY

LAND BROKERS

OAK AND THIRD STREETS

HOOD RIVER, OREGON

The pump you have always  
wanted but could never be-  
fore obtain



Patented June 2, 1903  
Improvements Pending

Every Pump Guaranteed  
Absolutely

## The Ideal System of Irrigation

Saves power and money; utilizes the power; converts power into results; high heads without staging; deep wells, pits and mines. Mechanical perfection; simple; easily installed; free from wear; faithful and dependable machine. Made in many sizes, 25 gallons per minute to 10,000 gallons per minute. Address

**Ideal Irrigation Rotary Pump Company**

HENRY BUILDING

SEATTLE, WASHINGTON

Apples, Pears and Other Fruits for the New York and European Markets

# W. N. WHITE & CO.

76-78 Park Place, NEW YORK

Consult Us as to Best Markets to Ship to. We Always Get the Highest Prices

WE SHIP TO THE FOLLOWING MARKETS, VIZ:

London, Liverpool, Manchester, Paris, Hamburg, Bremen, Etc.

Members National League of Commission Merchants  
Members International Apple Shippers' Association

Telegraph Codes { Modern Economy  
Revised Economy  
Baker's Cipher

ESTABLISHED 1898

# M. O. BAKER & CO.

Commission Merchants

Fruits and Produce

122 Superior Street, TOLEDO, OHIO

## Apple Headquarters for Toledo, Ohio

Don't take our word for it; write the other dealers here.

Our regular trade takes 50 to 100 Cars every season. We are the apple people.

M. O. BAKER & CO., TOLEDO, OHIO



# Hood River City Investments

**100 x 100**—On Oak Street, with good buildings; rental income \$110 per month. Only \$16,000. Liberal terms.

**100 x 200**—On Cascade Avenue, consisting of four good lots and frame house. This will double in value within two years. \$7,000. Good terms.

**Combination Orchard and Hay Ranch**—175 acres; 20 acres in orchard from two to fourteen years old, 70 acres in hay produced 100 tons in 1910, balance of land uncleared; large house and barns, 50 inches irrigating water, all haymaking machinery; near stores and school. \$35,000. Very liberal terms. Big money to be made on this property.

(NOW IS A GOOD TIME TO BUY A HOME  
OR BUSINESS PROPERTY IN HOOD RIVER  
THERE IS SURE TO BE A BIG ADVANCE IN PRICES)

SEE OUR LIST OF ORCHARDS

**J. H. HEILBRONNER & CO.**

THE RELIABLE DEALERS

HEILBRONNER BUILDING

HOOD RIVER, OREGON

# Mosier View Orchards

The Cream of the Famous Hood River-Mosier Apple District

Five miles southeast of Mosier, overlooking the Columbia River.

2,400 acres, in five, ten and twenty-acre orchards, which in **LOCATION, SOIL, CLIMATE, ALTITUDE, AIR and WATER DRAINAGE**, form a combination of excellence, from the apple grower's standpoint, **NOT EXCELLED ANYWHERE IN THE WORLD.**

The town of Ortley, located on the property, can be reached by drives and boulevards from every orchard.

**SOLD AT A LOW PRICE** and paid for in **SMALL MONTHLY PAYMENTS**, covering a period of five years.

**THE HOOD RIVER ORCHARD LAND COMPANY** (capital \$500,000) develops the property for resident or non-resident investors for a period of five years, bringing it into bearing in the **HIGHEST POSSIBLE STATE OF HORTICULTURAL PERFECTION.**

**THE GREATEST OPPORTUNITY IN THE PACIFIC NORTHWEST** for the professional or salaried man to secure a great money-producing commercial apple orchard for a small sum down and small monthly payments.

WRITE FOR A FREE BOOKLET

**Hood River Orchard Land Company**

906-907-908-909 Yeon Building, Portland, Oregon

DEVLIN & FIREBAUGH, SALES AGENTS



# BETTER FRUIT

AN ILLUSTRATED MAGAZINE PUBLISHED MONTHLY IN THE INTEREST OF MODERN, PROGRESSIVE FRUIT GROWING AND MARKETING

## WESTERN BOX APPLES vs. EASTERN BARREL APPLES

ADDRESS BY FRANK E. WAGNER, AT INTERNATIONAL LEAGUE OF COMMISSION MERCHANTS, MINNEAPOLIS, JANUARY 11-13, 1911

**W**HEN our president asked me to say something to you on the subject of boxed apples the query arose in my mind as to how I should endeavor to apply the subject, whether or not I would be justified in treating it from a standpoint of dividing the producing apple country into two sections, namely, from Colorado east as a barreled apple section and with Colorado as the eastern boundary of the box section. I feel that I am safe in assuming that this division, as stated, will appeal to you as a correct application at present, although we frequently find authorities quoted in our trade papers and from other sources to the effect that it will not be in the far future when the Northwest will be using barrels instead of boxes, and equally eminent authorities stating that at no far distant date the East will be using boxes to the exclusion of barrels.

I am neither a prophet nor the son of a prophet, but I am willing to go on record as disagreeing with both opinions. In the first place the barrel seems to be the natural and most available package in the Eastern sections, while in the West the box seems to be equally, by way of natural usage and economy, the ideal package. The standard barrel now in general use seems to meet the

approval of the Eastern buying public, by way of containing to their satisfaction three bushels of apples. The heaped bushel and the three-bushel barrel, as a commercial feature, will be hard to

also as to what really constituted grades and quotations of the same, and in this connection I will say that distance has lent enchantment, and has largely tended toward an ignorance and disbelief that is quite natural; besides the advent of the box apple has been gradual up to this season. The best apple sections in the West considered in previous seasons that only their fancy and extra fancy grades, and these of their best varieties, were suitable for Eastern shipment; besides their more Western markets have taken all the choice grades and such varieties as are commonly produced in the East, and suffered most by their competition.

Sections of the West that produced a quality that graded only on a par with the East by way of color and finish also found nearer and foreign markets accessible and profitable. These conditions have influenced Eastern operators in anticipating Western box apples to be universally of the high order of grading and excellence that in reality pertains only to favored localities, so that it seems there is still quite a wide field for the introduction and better understanding of boxed apples. By way of explanation, may I be pardoned for using two occurrences happening in my own firm's business that seem to be favorable illustrations. In answering inquiries from a Southern correspondent for price on Washington box apples we were advised by him that we must have made a mis-

### Contents

WESTERN BOX APPLES VS. EASTERN  
BARREL APPLES, 19

MARKETING DECIDUOUS FRUIT, 24

COLD STORAGE BILL, 29

COMMISSION MERCHANTS' ANNUAL  
CONVENTION, 31

BETTER DISTRIBUTION OF APPLE CROP, 35

FRUITS' JOURNEY FROM PRODUCER  
TO CONSUMER, 40

DONALDSON QUALITY FRUIT  
EXPOSITION SUCCESS, 43

LEADING APPLE MARKETS OF  
MIDDLE WEST, 45

EDITORIAL, 56

change by virtue of its long established usage and traditionary sentiment. Any good banker will tell us that any effect to oppose the traditions of trade must of necessity lower our credit, as such opposition is, as a rule, more or less costly.

From the fact that the Northwestern apples were first introduced in the Eastern markets in boxes and this package has been consistently maintained, we may well assume that, while more modern, this package and custom is equally traditionary, and should be violated only with due caution as to results. It is evident that with the increase in the volume of boxed fruit and its varying grade and quality, there is an increased tendency to estimate their value in dollars and cents in proportion to the aliquot part of a barrel that it contains. This is but natural owing to the box being practically unknown as a regular package for apples previous to the last few years to the majority of Eastern consumers, while the barrel and heaped bushel has been the natural method of computation ever since they have been marketed in the United States in commercial quantities, the present so-called standard barrel being the outcome of the retailers' demand for a liberal three-bushel measurement.

There has been a misconception on the part of many, not only as to the volume of fruit produced in the box states and the influence on the apple season's values, that a crop in this section means, but



GEORGE R. MERRITT

General Agent of the Refrigerator Service of the Northern Pacific Railway, with headquarters at St. Paul, who has charge of all refrigerator cars and service on the Northern Pacific. Fruit shipments last year from all points in Washington, Oregon and Idaho were handled in a satisfactory manner, the Northern Pacific supplying plenty of cars at all times, and in addition to their own cars had a contract with the Armour Car Lines to supply a sufficient number of additional cars.



WILLIAM D. TIDWELL, DENVER, COLORADO  
Secretary Western Fruit Jobbers' Association





JOHN B. CANCELMO, 127 DOCK STREET, PHILADELPHIA, PENNSYLVANIA, ONE OF THE FIRMS HANDLING FRUITS EXCLUSIVELY

take, as we were just one dollar per box higher than other quotations received by him for the same variety and grade, which demonstrates that to a great many these box apples are considered by marked grade of a uniform excellence. Again, just at the beginning of the apple season, a friend, whose firm is a heavy buyer and operator in barreled apples, called us on the 'phone asking for a price on a number of cars of certain varieties of Washington box apples, which was given him. He then stated that he was offered ten to fifteen thousand boxes of these varieties, among them being Rome Beauties, Jonathans, Delicious and Wine-saps, at about one-half our asking price, and asked our advice as to the purchase. Upon learning the territory and other details we simply stated that from our standpoint we would not consider them a purchase. They were, however, bought, and our present knowledge would indicate an unprofitable transaction. This is related as a practical demonstration that

operations in box apples in their territory require the same careful attention as to

locality, finish, packing, etc., to avoid disaster, as may apply to any other section.

Neither does the rapid development of the apple growing states seem to have been seriously enough considered. It is variously estimated that the production of apples in the Western and Northwestern States this past season has been between twenty and twenty-five thousand carloads, or approximately twelve million boxes, as against probably twenty-two to twenty-five million barrels in the Eastern producing section, of which latter a very large quantity has gone into by-products, such as evaporated apples, cider, etc., while the estimate on boxes covers practically the quantity actually shipped. This proportion is but indicative of what may be anticipated in the future and what may be expected from a locality that is so favored by nature, and where actual and attractive returns on investments have seemed to justify the large increase in acreage that has been planted the last few years. It has been no uncommon thing to see bearing orchards in the most favored localities change hands at upward of two thousand dollars per acre. With these natural and accrued advantages, aided by a strenuous and intelligent advertising campaign, it is not surprising that the apple growing industry in this Western section has gone forward by leaps and bounds, as it were, and to the dumfounding of a large number of our Eastern dealers.

The question has often been asked me by Western growers if, in my opinion, the planting was not being overdone, and whether in a few years their crops would not be so large as to preclude the probability of a profit. In answering this question I tried to be candid and reflect the experience of an operator and the observation of an impartial observer, and in rehearsing it to you I do so with a full knowledge of my own limitations and only as the opinion of one who might be successfully controverted by a better authority or by actual events. My reply has been to the effect that in my belief, should there be a season of a universal crop in the United States and Canada, it would be doubtful if the mar-



VIEW OF DOCK STREET, PHILADELPHIA, PENNSYLVANIA—THE GREAT FRUIT AND PRODUCE STREET



keting of the desired proportion of their crop East would be profitable, and even with what we may naturally anticipate in the experience of recent years, wherein failures and non-producing years, together with the ravages of disease in some of the commercial producing sections, it must be anticipated that the extravagant values received in the majority of the seasons past would be considerably reduced. The large acreage promised to be in bearing in the next few years does not necessarily mean disaster, or even lack of profit to the grower. As a general rule full crop is no more to be anticipated than a general failure.

The cost of box apples on board cars, take, for example, in the States of Washington and Oregon, is variously estimated at from forty to fifty cents per box, including cost of cultivation, pruning, spraying, box material and packing, and will approach the maximum or minimum figure, according to how the orchardist may be favored with economical farming and harvesting of his crop, whether or not the wiping of the fruit is practiced or necessary, and to the care used in the grading of the fruit. The freight rate to practically all points east of the Mississippi River is fifty cents per box, making a maximum cost to the grower of one dollar per box delivered.

As the risk of non-profit naturally depends largely upon the Eastern crops, comparisons probably can be better understood by figuring cost in the Eastern package which they must compete with. On this basis a comparison of cost to the grower might be made as follows: Colorado, with her lower freight rate, \$2.75 per barrel delivered. Nearly all other box states, \$3.50 per barrel delivered. These costs would appear to place the box apple producer at a disadvantage, but when the generally higher average of grading, packing, color, etc., are taken into considera-



JOHN B. CANCELMO, 127 DOCK STREET, PHILADELPHIA, PENNSYLVANIA, A POPULAR FIRM DEALING IN QUALITY FRUITS

tion the disadvantage is really great only in years of a large Eastern crop, and doubtless as the output increases economies in marketing will be developed to reduce these costs.

Up to the present time probably the most serious menace to the apple industry, as a whole, has been the failure upon the part of the operators in and producers of barreled apples to give proper consideration to the magnitude, real and potential, of the box production, and a like failure of the producer and operator in boxes to consider the barreled product as competition. The salvation of both depends largely upon each taking the other into consideration.

It is unquestionably a fact that the best localities and growers in the West have introduced fruit that in its excellence of grade, color, assortment and attractiveness of pack has appealed to the discriminating buyer as worth the advanced price asked and obtained for it, but it must be borne in mind that the market for fruit at two dollars per box upward has serious limitations. These Western growers are generally men of a high order of intelligence, and fully realize any dangers that may attend their business. The Alaskan, Philippine, Australian and Oriental trade is being encouraged and rapidly developed. They are also making a close study of varieties, so that their orchards may commercially represent such varieties as prosper best in their locality and approach the nearest to an unlimited and most general demand in the East. It is fair to presume that many sections that now count many acres of planted trees, that have been induced by shrewd and zealous advertising rather than by natural advantages, will gradually be abandoned, resulting in a survival of the fittest.

We have seen the growth of the orange industry in Florida, California and other sections, and the view point and experience of crops may be assumed as nearly identical with the apple crop, with the exception of the advantage to apples by virtue of their storage qualities and the greater variety of use.

One of the questions that must be seriously considered by apple operators and by Western growers is the auction question, especially because of the importance of box apples as a factor, and their present and increasing volume. Auctions, commission merchants interested in auctions, and some independent of these influences, strongly advocate the auction system of sale, some urging that



ROGERSON COLD STORAGE AT LE ROY, NEW YORK—FREY-WATKINS COMPANY, INC., ROCHESTER, NEW YORK, MANAGERS

Boxed apples stored in the East find a market not only in the large cities, such as New York, Boston and Philadelphia, but can be jobbed in straight and mixed cars at good prices throughout the South and Southwest and for export. Western apples stored in our storage at Le Roy the past season are keeping fine, the last carload being shipped June 15. Red varieties are in good demand from the South and Newtowns from the exporters. We would not advise shipping early varieties of fruit that have been packed any length of time. If interested in apple storage in the East, get in touch with the Hilton Cold Storage, Hilton, New York, capacity 80,000 barrels, or the Rogerson Cold Storage Company, Le Roy, New York, capacity 50,000 barrels, through its president, John B. Frey, of Frey-Watkins Company, Inc., Rochester, New York, for twenty years car lot jobbers of fruit and produce.





The above illustration represents the first display of Western box apples ever made in Baltimore, which created a great sensation. Mr. U. G. Border is president of F. Border's Son Company, through which the carload business is handled, and in addition he is also president of T. H. Evans Company, through which the jobbing business is done.

all apples should be sold this way, and others, probably the majority, stating that only the poorer fruit, lower grades and weaker apples should be auctioned. This season has been favorable to observe the possible benefits of this system. With the auction sales of box apples prevailing in all leading markets right up to Christmas in large quantities, and with the universal low range of values obtained, is it not likely to cause the operator who has been in the habit from year to year of buying his stock

directly from the orchard to seriously consider whether a new and important hazard has not entered the field. That the auction sale of apples increases in proportion to the new theories of marketing that are introduced in this prolific country is quite evident. That all theories are not sound in practice in the fruit business can be attested by nearly all of this assembly.

Is it worth the while of the commission merchant of today to combat theories that his experience tells him are not practical at the expense of his time and money? As water seeks its level, so will the best methods eventually prevail. The commission merchant is the natural ally of the grower. His business, and by that I mean the commission part of it, is as permanent and as necessary to the grower as the labor necessary to insure the perfecting of his crop. What benefits one reflects to the advantage of the other.

This organization has done wonders in raising the morals of the commission business, eliminating by organized effort publicity and education many disreputable concerns that in the past apparently flourished in their plunder of ill-gotten gains, while today, with a fair consideration of the hazards of the business and its small compensation for labor and brains, it leads any other business in the world in the percentage of merchants doing an honorable business of recognized integrity and honor. But at present practically all firms connected with this league are doing a mixed business, in a greater or less proportion merchandise and commission. This has been occasioned by the commission merchants meeting the grower more than half way in their determination, in some localities, to do business on an f.o.b. loading station basis, which plan works beautifully for the grower so long as conditions favor his locality and produce, but if for some reason the products are especially hazardous by reason of poor shipping

quality or of inferior grade than less favored sections the buying sentiment ceases, and his only haven is the commission merchant.

Much of the criticism of commission merchants in these times, when ordinary business caution has been used by the consignor, is due to the above described conditions, that of using his services only in times of stress, when by reason of poor quality or overstocked markets there is little or no demand and the consequent criticism of the inevitably low results. As opposed to this class there is, however, a large number of producers who, with care and judgment, select commission merchants as their agents, and consistently place their entire crops on consignment to their profit, satisfaction and mutual confidence. All good commission merchants have such accounts of years' standing, thus it seems that, regardless of theories, the commission feature of perishable products is not only enduring, but desirable and necessary.

Apples are different from many other fruits because they have, by the use of cold storage, become a natural fruit for an early investment, based on the supply. It has become a necessity for the apple buyer to carefully estimate all sources of supply before making his investment, and equally important to the grower that he be equally well posted. Abnormal profits, as well as losses, are generally equalized on succeeding seasons. Apple dealers have learned by experience that the quicker an apple gets into storage after it has been gathered the safer the investment. Careful storers desire apples gathered at such stages of maturity as may best serve the time they are intended for sale. The conservative investor in apples either examines the fruit in the orchard and the method of handling or he must be assured by an experienced dealer that he is buying what he con-



Photo by J. E. Mock, Rochester

R. G. PHILLIPS, ROCHESTER, NEW YORK  
Secretary of the International Apple Shippers' Association

The Editor met Mr. Phillips at the International Apple Shippers' Association meeting at Niagara Falls in 1910. Mr. Phillips was elected as secretary of the association upon the death of the late Mr. C. P. Rothwell. The impression formed of Mr. Phillips is being borne out in the excellent and intelligent work he is doing for the association and the fruit industry in general.



WAYNE M. FRENCH

Secretary-Treasurer, Simons, Shuttleworth & French Company, New York, and Treasurer of International Apple Shippers' Association



tracts for, and the competent commission merchant is the natural and most economical intermediary.

We have to consider with the adoption of the auction sales of boxed apples as a method the hazards of an uncertain condition, the inequalities of value as unseasonable fruit is offered in superabundance and in the probability of fluctuating and unstable markets not warranted by the actual crop conditions. Also with part of the crop marketed by direct sale, consignment and other regular channels and the other part by auction we have confusion, with this season's practical lesson to thoughtful growers and dealers alike. Again, we have the question whether or not it would serve all interests to abolish the auction sale of apples entirely. It would seem to many that neither the best interests of the grower or of the legitimate apple dealer or operator has been subserved by the institution of the auction system, but while some firms unhesitatingly advise against the auction method, many others would advise and advocate the exact opposite, and between these conflicting advices, together with the natural suspicion of selfish motives, can we expect the grower to quickly adjust ideal marketing conditions?

Experience will teach that all theories do not work out in practice, and that a practice which might be beneficial in one commodity may be ruinous in another; that expounders of new and attractive theories are not entirely philanthropists. The laborer is worthy of his hire; don't hold your services too cheaply. It encourages a suspicion of incompetency, if nothing worse. We may be sure that the advent of box apples heralds better and more uniform grading in barreled apples, with the accompanying necessity of more attention to the details of pruning, spraying and thinning in Eastern orchards. This will again reflect on the West to the end that we may anticipate an era of better fruit in all its applications.



P. B. BEIDELMAN

General Agent Refrigerator Service, Great Northern Railway Company, which has done much for the fruit industry in Montana and Washington.



W. DENNIS & SONS, LONDON AND LIVERPOOL

Reading from left to right, back row—John W. Dennis, William Dennis, Sr., Joseph M. Dennis  
Front row—I. Herbert Dennis, Frank W. Dennis, Thomas E. Dennis

A world-wide business built upon sound foundations, with a reputation thoroughly established for probity, solidity and resourcefulness, and a distributing organization in the United Kingdom that is incomparable, thus insuring clients best results and quickest possible returns. All bona fide proposals of business in apples and pears receive the utmost consideration. Shippers are invited to avail themselves of our services. Selling records, season 1910-11: Car Oregon Comice pears, \$5 per half box; car Hudson River Bartlett pears, \$12 per barrel. This house controls the firm of Champagne Freres, Ltd., whose headquarters are in Paris, and who are recognized as the largest and most powerful distributing organization on the European Continent.

## RELIABLE AND PROGRESSIVE PHILADELPHIA FIRM

**T**O give you an idea of the growth of the apple business in our market, would say that up until about eight years ago there were very few box apples coming to this market from the Northwest. It was a very rare thing to see a carload of box apples on this market; it was necessary for the writer to buy his entire supplies of box apples in New York, probably buying once or twice a week from fifty to a hundred boxes at a time, and we thought it a remarkable thing to sell these apples all in a day. The business has grown steadily, and it has apparently been a very healthy growth—last season we handled 262 cars, 53 cars of these from your famous Hood River orchards, and would say that these apples were the finest received on this market. The indications are that we will handle at least 400 cars this season. This, to my mind, is a very conservative estimate for the coming season. Notwithstanding that the local crop of apples, from the present indications, will be very heavy, we feel that the trade has learned to appreciate the quality of your Northwestern box apples, and will no doubt take almost double the quantity this season.

Our business relations with the Hood River Apple Growers' Union certainly have been a pleasure. We feel that we have worked hard in their interests, and want to handle this business again this season. We have several letters from Mr. C. H. Sproat that are very encouraging, and he certainly has appreciated all our work, and we feel that it will be mutually agreeable that we handle Hood

River apples again this year. Hoping to have the pleasure of seeing you in Detroit, at the convention, I am yours very truly, J. B. Cancelmo.



### Editor Better Fruit:

Please accept my thanks for the May issue of "Better Fruit." This is a most interesting number of your valuable fruit magazine, and I never lose an opportunity to recommend your paper to fruit growers. Very respectfully, John Schang, Toppenish, Washington.



JOHN B. CANCELMO

A dealer exclusively in fruit, in his office at Philadelphia



# THE PROBLEM OF MARKETING DECIDUOUS FRUIT

ADDRESS OF F. B. McKEVITT, AT WESTERN FRUIT JOBBERS' MEETING, SACRAMENTO, FEBRUARY 15-18, 1911

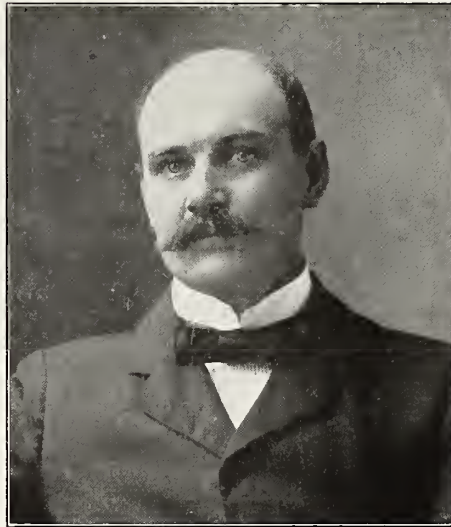
**T**HE marketing of a great crop of deciduous shipping fruit, such as California produces, is a problem deserving of most careful study on the part of growers and shippers alike. Did we have our own crop alone to consider, the solution would be easy, but California is not the only state with great horticultural interests. Texas, Georgia, the two Virginias, Delaware, Maryland, New Jersey, New York, Ohio, Michigan, Missouri, Arkansas, Colorado, Idaho, Utah, Washington and Oregon are all heavily interested in the same lines of fruit growing, and while it is true we have a much greater range of production, including some varieties that are not grown at all elsewhere, we cannot escape the financial consequences of the competition of their products, but must endeavor to so shape our course that we will minimize it to as great an extent as possible. How to do so successfully is the problem, and the solution justifies all the thought, care and expense demanded by an interest that controls the prosperity of thousands of our fruit growers and involves sales of a gross value of \$12,000,000 to \$15,000,000.

The first thing we have to do, after the season has advanced far enough to allow us to estimate our own production, is to figure what other sections will have.

We must have the best information obtainable on this subject, covering not only probable production, but also the time of ripening. Records show what it has been in the past, and then, as the season is reported so many days earlier or later, we can estimate, with normal weather conditions, the time when to

expect their heavy shipments, and so avoid them as much as possible. The season in California must be considered also, as it occurs every now and then that a little difference in ripening, earlier here and later there, or vice versa, may make a profitable opening for a variety that at any other time perhaps would not bring freight. Certain sections of the country, outside of California, market their shipments in some cities to the comparative exclusion of others. This tendency must be known and taken into consideration, avoiding as far as possible those likely to be overloaded with competitors' stocks, and shipping more heavily to others that they do not or cannot reach. The conditions referred to have more bearing upon the shipments of peaches than any other variety, as that is the competing fruit produced most largely in the South and East, but have their effect on all varieties, since we cannot expect to sell any fruit at satisfactory prices if the market is supplied with local stock which is plentiful and cheap.

When crop and market conditions have been determined and shipment begins, then comes the necessity for such a distribution of our fruit among the different markets as seems likely to secure best returns for same. No actual systematic distribution is possible unless a large



GEORGE C. RICHARDSON, KANSAS CITY  
Ex-President of the International Apple Shippers' Association



COMMISSION DISTRICT, MINNEAPOLIS, MINNESOTA, SHOWING E. P. STACY & SONS AT CORNER.  
List of their branch houses is given in their advertisement in this edition



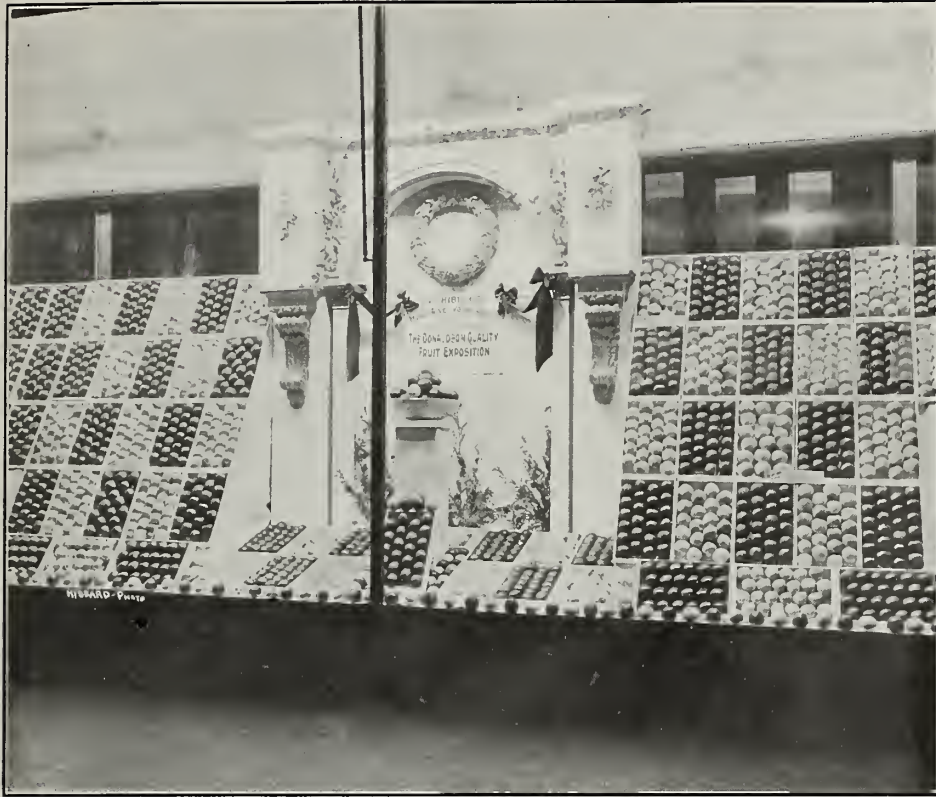


EXHIBIT OF HOOD RIVER APPLES AT DONALDSON FRUIT EXPOSITION  
MINNEAPOLIS, 1910

volume of business is controlled by one central agency. So long as considerable shipments are made by independent operators distribution is rendered more or less uncertain. Every shipper, independent or otherwise, will strive to reach the best markets, but a lack of knowledge as to where the shipments of others are going will always handicap distribution, and to a considerable extent nullify it. It is only a few years ago that all shippers were acting independently, with the result that frequently markets were overloaded, with consequent heavy losses, and others left unsupplied, where a small quantity of fruit would sell at high prices. The complaints of the losing growers who depended on these sales not only for their profits, but for very existence, were generally met with the explanation that other companies had shipped in so many cars that they had overloaded the market. Then the shippers, all and singly, came in for a sound scolding because they did not "get together" to prevent such senseless slaughter. It was in obedience to this demand and in recognition of the fact that something must be done to remedy the evil that the California Fruit Distributors was organized. So far as the business of this corporation was concerned the evil was remedied, distribution was accomplished, red ink returns, instead of being a common thing, became almost unknown; then the grower began to worry because he was afraid the shippers had formed a "trust," and that his interests were in danger. This idea has been systematically encouraged by competitors who depend largely upon that alone to increase their business, and who are unwilling to spend a portion of their earnings in supporting and upbuilding an institution which from

the very nature of things cannot prosper without bringing prosperity to the growers in an even larger measure than to the shippers. If good distribution means better prices for fruit then every grower who wishes to succeed and desires to see the industry grow stronger should support an institution which is working to bring this about, and which is able

to do so. It is a well known fact that a large percentage of the fruit shipments of this state is handled for the growers' account. He grows, picks, packs and delivers his fruit to the firm with whom he is doing business, and same is shipped and sold for his account, the amount realized, less established and well known charges, going to him. No effort is spared to secure the best results, as satisfactory returns mean satisfied and friendly growers—a result that is of far greater value to the shipper than the small profit received; the work of the California Fruit Distributors, contributing so largely to this end, does not add one cent of expense to the grower, being entirely covered by an assessment levied on the business of the shipper.

There will never be anything in the nature of a trust in this business. Fruit is most largely sold at auction; these auctions are open to all, and can be and are used by growers who ship in car lots. It is not likely that any other method than this will ever be used by California fruit shippers in the large cities, but should the business retrograde to the private sale plan, that is as open to the grower as the other. If all fruit sent out was purchased by the shipper and the grower was compelled to take such a price for his product as was offered, or let it stay at home, there would be danger, but as it is the grower can either sell f.o.b., if the opportunity offers, or send it forward on consignment, to be offered for sale to competitive buyers, who will base their bids on the value of the fruit. If the shipper sends his own fruit to these markets he must sell it in the same place, in the same way and to the same buyers, enjoying no advantage whatsoever in its sale that is



PUBLIC FRUIT AND PRODUCE MARKET, MINNEAPOLIS, MINNESOTA



not open to every grower. With these opportunities open to him, the ability to purchase supplies at fair prices and with the lowest commission charge known for similar service, the California grower is well protected and never need be misled by the cry of "trust" to lose faith in those who are his friends, many of them fruit growers themselves, and who are now, as they have been in the past, working hard to advance the interests of the fruit industry of this state.

About seventy-five per cent of the fruit shipments of the state are sold in the auction markets; the remainder is distributed mostly through the great and growing section west of the Mississippi River, where it is sold on what is known as the f.o.b. plan, a term intelligible to growers and buyers alike, but possibly not to others, for whose benefit we may say that it means the fruit sold in California, at shipping point, for an agreed price per package, loaded in the car and ready for shipment. This fruit is handled by the California shipper either for account of the grower or his own account, and the manner usually varies with the locality. In some districts the growers sell their fruit to the shipper, bringing it to the car packed and ready for shipment. This is the usual plan where fruit is sold on advance orders. When cars are sold in transit, however, it is frequently grower's fruit, and is sold for his account. Some growers object to having their fruit sold in this way, preferring to take their chances in the auction markets. When this is the case their wishes are always respected, and that is why it often happens that we are unable to sell occasional cars which are badly wanted by the trade, and which we would gladly sell but for this restriction. Payment for f.o.b. purchases is

usually made by sight draft, attached to bill of lading, giving to the buyer the privilege of inspecting the fruit on arrival, and before paying for same, thus securing to him complete protection. This privilege is sometimes abused, and cars arriving on a declining market may be reported in bad order and rejected, making heavy losses to the shipper. No reputable merchant would resort to such a practice, however, and such rejections are the exception rather than the rule.

It is a principle of business with the California Fruit Distributors to sell as

much fruit f.o.b. as possible, as we have two objects in view. First, we want everybody to eat California fruit, and plenty of it, so that selling in this manner is in line with wider distribution. Second, every car that can be kept out of the auction markets helps to maintain fair prices there. Such a large percentage is sold in these markets that any improvement in price, even of a few cents per package, means an aggregate increased return of no small proportions. California is so far away from the markets that consume her products that the cost of transportation and refrigeration are relatively very great, and this, added to the high and constantly increasing cost of labor, makes a delivered cost sometimes in excess of the amount realized, so that it can be seen how important to the industry even small savings may be. This factor is having a very important bearing in character of fruit shipped. With a strong demand and profitable prices there is a natural tendency to ship everything, whether good, bad or indifferent, but with the large amounts we now have to market, and always remembering that the cost of shipping a package of poor fruit is as great as that of the most fancy quality, and that the former often brings "red ink" where the latter may return a large profit, the growers have realized the necessity of shipping nothing but good fruit, heavily packed, thereby raising the average of the product to a high plane, and incidentally reducing the volume of shipments, since the poor fruit must now be disposed of in some other manner. This better quality will prove a strong factor in increasing the demand and extending the business, making it at once more profitable to the dealer and more satisfactory to the consumer.

The growers and shippers in California are not the only ones interested in systematic and careful handling of our



THE FRUIT AND PRODUCE STREET OF DENVER, COLORADO  
Market Street, between Fifteenth and Seventeenth Streets



O. W. BUTTS COMMISSION HOUSE, OMAHA, NEBRASKA

The firm of O. W. Butts is widely known as one of the pioneer establishments in the Middle West. During the past thirty-five years of active business experience they have gained the confidence of shippers in every producing section of the United States. Omaha is particularly well situated for transcontinental shipments, being centrally located in one of the best distributing points of the country and having every favorable opportunity for the inspection, reconsigning and disposing of perishable products to any market north, south, east or west. The above firm has large warehouse facilities for both cold and common storage, situated on Union Pacific trackage, and does a strictly car lot business. Practical experience, so essential in the distribution of all perishable products, appeals to all shippers, and the O. W. Butts firm solicits correspondence and offers their services in any capacity that the trade desires.





IN THIS BUILDING DURING 1910 WAS HELD A SPLENDID EXHIBITION OF WESTERN BOX APPLES

fruit shipments, as it is also a matter of vital importance to the receiver and distributor in the East who is looking to this line of business for a profit, and perhaps his livelihood. The idea of centralizing shipments and putting them under one management was not favorably received by the trade at its first inception, as it was a change from former conditions, therefore an experiment, and the fruit trade is too conservative to welcome any change; then there was the possibility that any organization having control of such a large business would prove exacting and dictatorial in its methods, and might attempt to "hold up" the dealers who were dependent upon it for their supplies. Like the growers in California, they, too, feared a "trust," and looked upon the formation of the organization with misgivings. The work, however, was done, and since then years of experience have enabled the trade to see just what we desired to accomplish, and have made them familiar with the means by which we expect to do it. We believe no dealer can be found today who will deny that we have given to the business a stability that it did not possess before, and who does not find that he can more safely engage in the business of handling California products than was possible in the old days when every shipper was in the field for himself and the continual cutting of prices made it impossible for him to know whether he was safe in buying or not, owing to the well grounded fear that his competitor would buy from some other shipper at a less price than he had paid, and be able to undersell him, causing him to lose both custom and profit. It was a situation productive of distress and loss, not alone to the California grower and shipper, but to the purchaser as well, and it is extremely doubtful if many of the trade would welcome a return to old conditions.

During the last half century ideas of business have undergone many changes. It does not seem so long ago that the purchase of any article in the best of our

stores was a matter of bargaining—the dealer asking more for his goods than he expected to get and the customer determined to secure a reduction in price before buying. It was found that this was not the best policy, and gradually conditions changed until today, in any reputable place, the goods are priced with an established per cent of advance over cost, and that, and no other, is the price at which the goods are sold. We all recognize the fact that this is better than the old way. As it is in other lines, so, too, it is in the fruit business. It is far better for the trade to buy at a stated price, which is the same to all, than to have to "shop around" to find who will sell the cheapest. Uniform cost price puts all dealers on an equality and gives to the business a stability that would otherwise be impossible, thereby extend-

ing and upbuilding it, as we are all anxious to see it extended and upbuild to the end that it shall be able to provide an outlet for our constantly increasing supplies, the equitable and profitable distribution of which is a great problem today, and will be a greater one in the coming years.

There must be a community of interest in the fruit business if we are to prosper. The grower must realize a living price for his product and the dealer must be able to handle it at a profit. Fruit must be carefully grown and selected for shipment; packages must be full weight, the fruit sound and as nearly as possible of uniform size; no deception must be practiced in packing and the bottom of the package must be of as good quality as the top. When such fruit as this is received by the dealer he should be willing to pay a reasonable price for it in order that the grower may realize enough to make his business pleasant and profitable. This, we believe, he will do, and the future of the business will demonstrate whether or not this is correct, for California growers are determined upon standardizing and improving their pack until it shall be universally admitted that there is none better in the world. With the finest fruit carefully selected, correctly packed, to be (we hope) conveyed so rapidly by our transportation lines that we can give the consumer an opportunity to test the luscious flavor of our perfectly ripened fruit, and with the most intelligent body of fruit dealers to be found anywhere to buy and distribute our products we look for that complete success which we have a right to expect will attend well directed effort in supplying the consumer with the most delicate, acceptable and healthful of foods.

#### Editor Better Fruit:

Want to congratulate you on the very excellent color work in your May issue. The entire issue is an excellent piece of work. We hope to be able to swell our account with you in the next twelve months. Yours truly, Lord & Thomas, Chicago.



INTERIOR VIEW OF BARNETT BROS.' STORE, FRUIT AND PRODUCE COMMISSION MERCHANTS, 139 SOUTH WATER STREET, CHICAGO, ILLINOIS



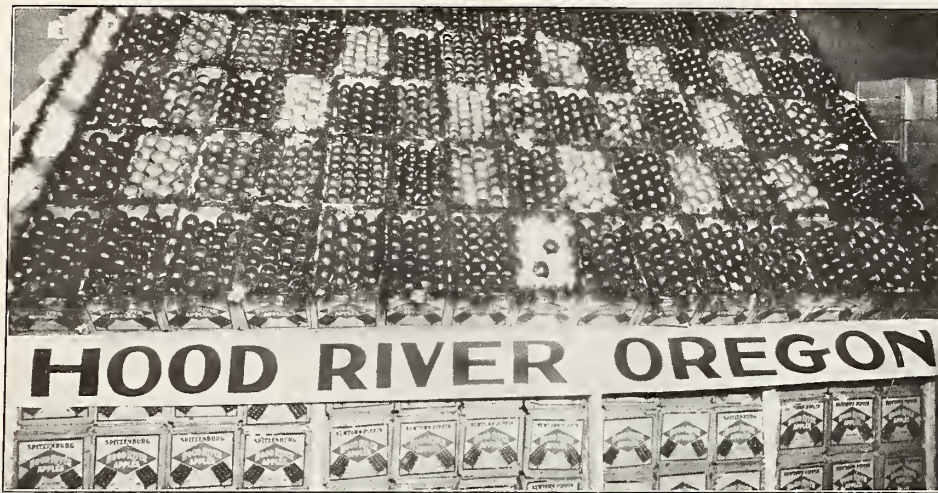


EXHIBIT OF APPLES AT STORE OF GIBSON FRUIT COMPANY, CHICAGO, ILLINOIS

## THE PRODUCE REPORTER COMPANY—WHAT IT IS

**T**HE subject of "Credits" is a large one. It is of vital importance to every grower who ships, to every shipper or shipping association, to every commission merchant and broker in the United States. The care, toil and money expended in the raising of a fruit crop is heavy. It covers months of labor, physical and mental. All this may be lost by one or two fatal mistakes in determining to whom to sell or consign the crop.

How is the average producer, or association of producers, or individual shipper to pass upon the reliability of those who offer to purchase, or who seek consignments? It is practically impossible, one season with another, to sell for spot cash before the goods leave the shipping point. It is even a question of whether as large net cash returns result from selling for spot cash to a few traveling buyers as follow from getting the top price to be had from widely scattered, distant markets by the customary method of quoting and selling daily by wire, and shipping to high class firms. The spot cash plan is the surest, but it is not always possible. Every marketing unit, whether an individual or association, needs to prepare for whatever conditions may prevail during the "shipping season."

The only "credit guide" of value to shippers must be based on the actual experience of shippers. The financial responsibility of shippers' distant customers is of secondary concern; the main point is their reliability, or disposition to live up to purchase contracts (when the market declines before the car arrives), or if consigned to make honest returns. The mercantile agencies have never furnished this class of information and never can. It is a special line of investigation that their reporters or system is not qualified to make and pass upon, consequently their reports and ratings do not satisfy shippers. At least, this was my experience as a shipper of produce and fruit. This was why the Produce Reporter Company was organized—not only to report, but to inspect, adjust or resell rejected shipments anywhere in the United States.

All of the reasons that argue for co-operation in local shipping associations apply with even greater force for a national credit and adjusting organization; but the commission merchants and brokers also have troubles—with careless or unreliable shippers, so the organization recognized the need of not only associating shippers with shippers, but joining shippers with commission merchants and brokers—not arraying class against class, but uniting them. Right here arose the self-evident necessity for adopting working rules and establishing grades, standardizing fruit and produce, as well as classifying dealers. The best thought of leading shippers and receivers of different specialties, as well as the standards and customs, statute laws and court decisions, have been codified, and constitute a very valuable feature of the organization's credit book, or blue book, as it is commonly termed.

All of these features and others that space prevents mentioning have resulted from continuous, hearty, genuine effort of dealers of all classes to "get together" and establish a workable system for use in the daily activities of the produce and fruit business. Every shipper and every

commission merchant or broker needs to connect with desirable dealers at the other end of the line, and his own credit standing is of as great if not greater importance as a knowledge of the business reputation of his customer, perhaps a thousand miles away. Here is a practical incentive for high business ethics—here is the daily reward in increased confidence and business between dealers widely separated geographically. Besides all the mercenary advantages there is the greater one—the common inspiration that has fired the membership and actuated the management—the establishment of a great national organization in which the opportunities for misunderstandings are largely avoided from trading under equitable established rules, and rating men on their honor, not their money—a credit system that puts "the man above the dollar."

This is no dream—or if it was a dream it has come true—and every reader can assist himself and his industry in bringing the system to the highest perfection, by joining, lending his moral and financial support, and in turn be protected by the organization that is today a terror to crooks, no matter whether the crooks are commission merchants, brokers or shippers—for good business ethics are not confined to any class.

One word more, the well known fruit or produce crooks are not the most dangerous; their very notoriety reduces their opportunities, but as a dealer once wrote us, "I don't get hurt by the notorious crooks, but by the well rated scoundrels in the old agency books." Twelve years has so thoroughly established the confidence of the trade in our organization that an unfavorable rating in the blue book is dreaded, and with cause, for it has helped put numerous crooks out of business, but what is of more importance and satisfaction to the management, it has helped and inspired many to do better. Thanking you for your valued space, and congratulating you on your special life work for "Better Fruit," which, pardon me, is next in importance to mine, "Better Credits," I am, yours cordially, A. L. Baker, Secretary Produce Reporter Company.



EXHIBIT OF APPLES AT STORE OF G. M. H. WAGNER &amp; SONS, CHICAGO



# COLD STORAGE BILL PENDING BEFORE CONGRESS

WHAT THE INTERNATIONAL APPLE SHIPPERS' ASSOCIATION HAS TO SAY ABOUT IT

**O**FFICERS of the International Apple Shippers' Association urge growers and distributors of apples and other kinds of fruit to exert their influence with senators and congressmen to defeat in its present form the bill now pending in Congress restricting cold storage of foodstuff. If the measure as drafted is enacted it will operate greatly to the disadvantage of the apple industry. The shippers' association has issued the following communication on the subject:

"Growers and distributors of apples must be active to their interests.

"The primary purpose of the bill was evidently to regulate the storage of beef, veal, pork, sheep, lambs, poultry, game, fish, eggs and butter and their products. Such language, however, was used in framing the bill that there is no question but that apples fall clearly within its provisions.

"Section 2.—After providing definite terms of storage for the products named above, these words are used: 'Or any article of food which, having been held in cold storage for any period of time, has been removed therefrom or returned again to cold storage shall be deemed to be adulterated within the meaning of this act.'

"Section 3.—No food product, having been once placed in cold storage and removed therefrom shall again be placed in cold storage.

"Section 5.—That the term cold storage \* \* \* shall be construed to mean the deposit of food products in warehouses,

buildings or other receptacle where for a longer period than ten days the temperature is artificially kept at forty degrees Fahrenheit or below, except when the products are actually in transit and have not previous to such transit been in cold storage.

"Under these provisions apples from cold storage must go directly on the market without regard to weather or other conditions. Apples placed in cold storage in producing centers, whether in Oregon, California, Washington, Colorado, New York or New England, cannot again be placed in storage at ultimate destination even to save them from total waste and destruction. Cars ordered out from the Northwest, or from the East going West, must take their chances of finding a suitable market and weather upon their arrival after many days. These conditions cannot be foreseen. Shipments to the South out of cold storage cannot be protected by refrigeration upon arrival.

"Under the definition of 'cold storage' employed in section 5 even the use of ice boxes in distributing houses would be barred, for they are a 'receptacle' where the temperature is 'artificially kept at forty degrees Fahrenheit or below' for a period longer than ten days, viz., throughout the season. In other words, stack your cold storage boxes and pile your cold storage barrels in a warm store and, on a glutted market or during a warm wave, watch them go down.

"Primary distribution is also a serious element involved. Apples for cold storage are put in as soon as possible after packing. Future markets cannot be foreseen. The season for picking and packing and storing is short. Production is large. At the present time this fruit can be placed in any storage available and with only a general regard for future distribution. Denied the right to re-store when necessary to protect your fruit from decay and your investment from loss and it will be necessary to seriously consider the point of primary storage. Shifting the points of primary storage will, in many instances, cause your fruit to go into refrigeration in a weaker condition than it now does and may ultimately add to the expense not only in shrinkage, but in freight rates. The result will be too little storage at some points and too much at others.

"Furthermore, it would appear from section 5 that cold storage apples which were in transit in a refrigerator car for a period longer than ten days, if by some rare chance the temperature in the car were forty degrees or under, would be deemed adulterated. You will note that the exception reads: 'Except when the products are actually in transit and have not previous to such transit been in cold storage. How about shipments from Washington, Oregon, etc.? While all of these conditions are not of usual occurrence, yet they open the door to needless trouble, dispute and litigation.

"Section 3 also provides that any article of food which has been in cold storage and which fails to bear a label stating the date of production, killing, packing or manufacturing and the period of time during which the article has been held in cold storage shall be deemed mis-branded.

"Section 4.—Every person who places any food product in a package or container bearing a false or fraudulent statement as to the quantity, quality or character of the contents thereof \* \* \* or causes or allows to be placed any fraudulent brand, mark or statement upon said package or container shall be deemed guilty of mis-branding.

"With reference to section 3 there is no objection to stating fully when apples go into cold storage and come out. They are advertised as from cold storage. No accusation has ever been made against 'new laid' Missouri Ben Davis in January, or 'strictly fresh' Spitz in February, or 'fresh killed' New York Baldwins in March. The apple deal is closed up every year. There are no 'hang-overs.' These facts are known. Why, therefore, should growers and distributors be placed under the extra expense of placing labels on every box and barrel of apples in cold storage?

"Section 4, relating to false statements as to quality and character, opens a beautiful field for litigation. Marks indicating quality and character are like the sands of the sea in number."



HOOD RIVER APPLES ON SALE ALONG "THE STREET" IN NEW YORK CITY



## A GREAT FRUIT FIRM OF A GREAT WESTERN CITY

**M**INNEAPOLIS, the metropolis of the Middle West, with a population of over three hundred thousand, is tributary to St. Paul, making a combined population for the two cities known as the "Twin Cities" of over half a million. Minneapolis is the railway terminal of some of the largest trunk lines. It also has many branch lines running to the large wheat fields and rich farming country tributary. This city receives and distributes many cars of fruit and vegetables of all kinds during the season. It also has many car lot distributing points in adjoining states. Very little fruit of any nature being grown in the State of Minnesota makes Minneapolis one of the largest and best fruit markets in the world.

Minneapolis is the third largest city in the United States in the distribution of carload lots of green fruits, and among the largest and most up-to-date houses handling fruits in Minneapolis is the Gamble Robinson Commission Company. This company has a paid up capital of \$400,000, is located on the main street of the famous Central Market and has a frontage of seventy-seven feet, a depth of one hundred feet, or a total floor space of over 30,000 square feet. They also have seven subsidiary companies, or associate houses, located at the very best points within and without the state; have a sales force of forty traveling men, thoroughly covering the states of Minnesota, North and South Dakota, Iowa, Wisconsin, Michigan, Montana and the Canadian provinces, including Ontario.

This firm makes a specialty of green fruits, which they handle through their associate houses, at distributing points and through the Minneapolis house, or at auction in Minneapolis. They also

make a specialty of box apples, and their record on the number of cars handled the past few years has been remarkable. More than this, they represent the greatest force exerted in the fruit business today in the direction of correct methods and straightforward ways of getting into the good graces of the various associations with whom they do business. They are now open for contracts with associations or straight carlot shippers for both deciduous fruits and box apples, and offer an outlet undoubtedly as large if not larger than any fruit firm. The Gamble Robinson Commission Company's associate houses are located as follows: Gamble Robinson Fruit Company, St. Paul; Gamble Robinson Fruit and Produce Company, Mankato; Gamble Robinson Fruit and Produce Company, Pipestone, and Gamble Robinson Company, Rochester, in Minnesota; Gamble Robinson Fruit Company, Aberdeen, South Dakota; Gamble Robinson Fruit Company, Miles City, Montana, and Gamble Robinson Fruit Company, Oelwein, Iowa.

Roycroft Shop, East Aurora, New York, June 10, 1911.

Dear Mr. Shepard: We believe that "Better Fruit" should be received by us, and The Fra should be among your magazines, so we suggest that you put us on your exchange list and we will put you on ours—each for other's good.

In case this arrangement is satisfactory to you please record this name on your list: Elbert Hubbard, Box 14, Willink, New York. The writer would personally like to have your magazine, and if it is mailed to the above address I will be sure to get it, but otherwise it is apt to get lost in the shuffle here at the office. Yours very sincerely, Elbert Hubbard.



A. M. CLELAND  
General Passenger Agent Northern Pacific Railway  
St. Paul, Minnesota  
The Northern Pacific Railway handles immense numbers of cars of fruit annually from Yakima Valley and other fruit territory along the line

### FUTURE OF THE APPLE INDUSTRY

**T**HE planting of so many commercial orchards in the various fruit districts, especially the Pacific States, and the rehabilitation of old orchards in many sections of the East by state experiment officials, under improved methods of horticulture, the crop will be of such huge proportions as to tax to the limit the best efforts of apple experts to find channels through which to dispose of the fruit. With compulsory pruning, spraying and thinning of apples, the fruit should reach such a state of perfection as to rapidly increase the consumption among all classes and in all countries. It will soon be considered a crime to make cider out of any but perfect apples. With the care that should be given orchards inferior sized or worm-eaten apples should be unknown.

Sutton Brothers of Columbus, Ohio, are recognized as apple specialists in every city from Maine to Washington. They make a specialty of fancy box and barrel apples, and have them in their store every day in the year. Their sales are made largely to fancy grocers and stand trade at home and in nearby cities, and they are car lot distributors for Western box apples and the famous Ohio Rome Beauty in barrels, when their native state (Ohio) has a crop. They have been actively engaged in the apple business for twenty years, and know from experience how to pick, pack and ship fine fruit, and also know how to obtain the market price as well. This firm was the first to introduce box apples in the Columbus market, and they are strong believers in boxes for fancy apples; in fact they believe boxes are the coming package for apples of all grades.



SIXTH STREET, MINNEAPOLIS, MINNESOTA—THE FRUIT AND PRODUCE STREET



# COMMISSION MERCHANTS' ANNUAL CONVENTION

ADDRESS BY WILMER SEIG, MILWAUKEE

**H**ARD 'it is for a man from Milwaukee to be serious. We live in an atmosphere permeated with good fellowship, an atmosphere that displaces a frown with a smile. Even in our domestic relations we whistle before we attempt to make a mean retort, and look so foolish when we pucker that all meanness is relegated and a laugh takes its place. But I have taken a serious subject that must be treated seriously. My subject is "National League," two words fraught with the widest possible meaning, either word comprehensive in itself, but when used together denote the strength universal and a purpose for its strength. Have you ever stopped to analyze the strength produced by unity of purpose, have you ever stopped to analyze the development and elevation of business methods produced by organizations founded on a right basis? Have you ever stopped to analyze the value of this organization of which we are permitted to be members? These are questions that certainly deserve analyzing. Organization is the banding together of mutual interests either for betterment or self-protection. In this fast-moving, busy world individuals are weak. They are but the atoms of the whole, and until they are surrounded and put together they merely exist, follow the pace, get the little percentage of good, the large percentage of bad and then pass away, leaving their space to be filled by another. How different when all these

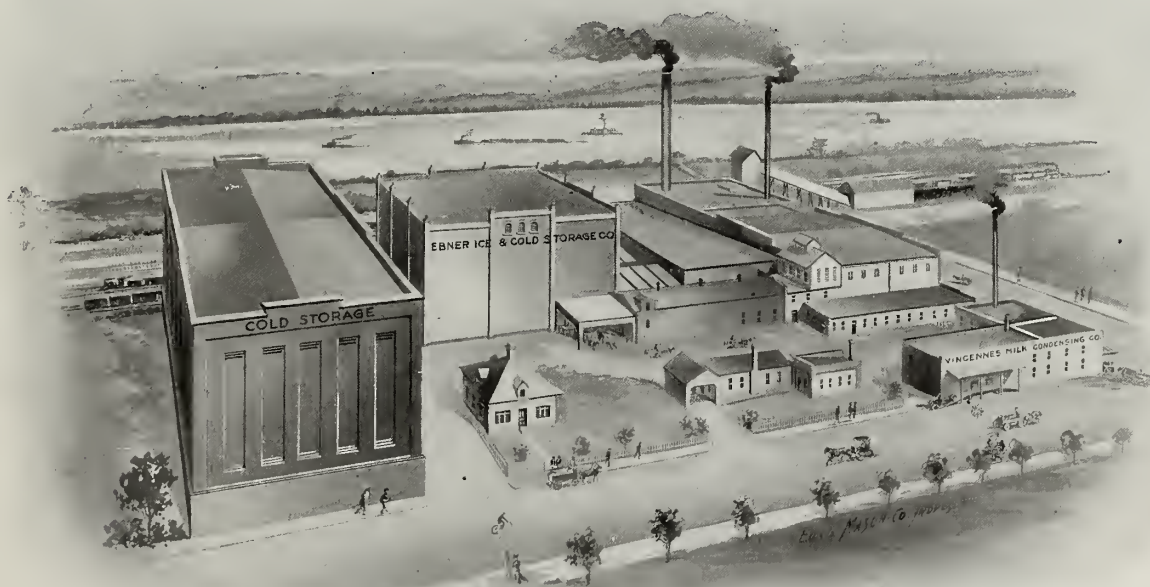
atoms are combined into a concrete mass. The single brick is weak in itself, but forms an important part in the completed structure. Remember, however, that no chain is stronger than its weakest link. Unity of purpose is the completed structure, the well-woven chain, and it is up to the organization to see that each atom embodies in itself the strength of the whole. Business honesty,

business judgment and a belief in their fellow men should be the watchwords of an organization like ours.

Have you not thought frequently of the wisdom of the men who nineteen years ago founded the National League? Does each one of our almost four hundred members realize the debt of gratitude he owes to these men? They took conditions into their own hands, founded an organization that is today a tower of strength. The pride of those whom a wise Providence has spared to see the results of their forethought and their labors must be a recompense for the nineteen years of work and guidance. The commission produce business, permitting as it does the entrance of men and firms of erratic quotations, men and firms whose entire capital consists of glowing stationery, a business card and a stencil, naturally had to fall into bad repute. The wise founders of the National League had solely in their minds the elevation of the business as their basis of foundation. There is not an organization in these great United States that is capable of accomplishing such widespread good as the National League, not alone to its members, but particularly to shippers in all parts of the Union. Stop for a moment and realize the vastness of its field. Twenty-eight of the large distributing markets in the country, with five hundred of their largest distributors paving a way for marketing the crops, produced in the



J. DENNIS, OF W. DENNIS & SONS  
London and Liverpool, England



PLANT OF THE EBNER ICE AND COLD STORAGE COMPANY AT VINCENNES, INDIANA

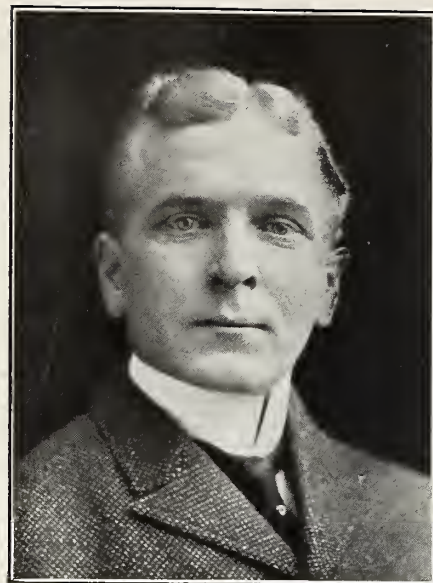
The building shown in the above picture has capacity to store 400 carloads of boxed apples. Vincennes is an ideal distributing point for the Middle and Southern states. Facilities for loading and unloading are most modern, having four trunk lines at Vincennes, with track connection to the cold storage building. Besides this plant, the Ebner Ice and Cold Storage Company owns and operates plants at Flora, Illinois, and Seymour and Washington, Indiana, making a total capacity of 700 carloads of apples. Their apple department is constantly in touch with the market and they are therefore in position to give their storage customers the very best results.



country under a banner that proclaims to all equity and honesty of effort. Its formation is an accomplishment to be proud of, and the enrollment on its lists is a dignity of purpose to be sought and carefully guarded. There is not one of our twenty-eight markets but shows wonderful increase in its output. Study your figures based on the last census and note the duty that lies before you.

We gather here today as commission merchants, but are we commission merchants in the true sense of the term? Conditions hardly understood and badly misinterpreted have brought about a change. In the great race for a seeming supremacy we are evidently afraid that

some parts of the various crops are going to get away from us, and we jump in head over heels to secure just enough to keep the other fellow out. Result is an over-speculation that not only ruins a market condition, but turns a figured profit into an absolute loss. The wrecks strewn along the shores of our commercial ocean are mute evidence of the speculative storms. The old saying that you can lead a horse to water, but cannot make him drink is amply exemplified season after season. Unnatural conditions are only caused by unnatural circumstances. The grower and producer needs the commission man far more than he needs the buyer. The buyer is always



S. J. ELLISON

General Passenger Agent Great Northern Railway Company, who is recognized as a great developer of territory along its line, and whose service is greatly appreciated by the Wenatchee district, so famous for its fruits.

trying to buy as cheaply as he can in order to moderate his risk. The commission man, on the other hand, with risk eliminated, tries to boost, and does boost to bring about the returns the grower and producer is entitled to. Values and markets are established solely by the laws of supply and demand, and in order to establish the correct value a wise distribution is the keynote, and this can never be solved by the buyer. It is the commission man who has invariably created the market for the shipper and a demand for their product. It is tempting for the shipper to have a dozen buyers clamoring for his goods, but he fails to take into consideration the hundreds of buyers that are bidding for goods honestly packed when they reach the sidewalks of the commission man. There are a thousand wrongs to right if we go after them in the right way. Publicity is the route and publicity should be the watchword.

For years past we have been sliding toward a merchandise basis. A basis that benefits neither the buyer or the seller. Half the crop is sold and the other half is generally consigned, and this spells disaster to all. With twenty-eight of the best distributing markets of the United States banded together we may reach that point where we can suggest crop movements to the grower under conditions that will be mutually beneficial. I believe in shipping organizations as a factor in elevating the standards of producing sections, and I believe in an organization like the National League of Commission Merchants to facilitate crop distribution. The buyer has had his lesson. He has learned that he cannot make a choice grade stand for a fancy grade, that he cannot make two or two and a quarter-inch apple grade number one, but he can by his idea ruin a crop prospect as far as its commercial value is concerned. Every year tells us this story. The wise

S. A. HERING, AGENT NORTHWESTERN DIVISION, PACIFIC FRUIT EXPRESS COMPANY  
PORTLAND, OREGON

Mr. Hering, who was formerly connected with the Armour Fruit Express, has been in the service for many years, and is a tried and proven man in the refrigerator car service, having filled a difficult position with ability and tact. He has rendered the companies he has represented splendid service and at the same time has retained his popularity with the fruit grower. Notwithstanding the fact that his title as official is prominent, he is known far and wide as "Sam," which is perhaps the best testimonial for his popularity.





WILLIAM L. WAGNER, OF G. M. H. WAGNER & SONS, CHICAGO, ILLINOIS, PRESIDENT INTERNATIONAL APPLE SHIPPERS' ASSOCIATION

shipper grades for his market and distributes his products into safe hands, willing to take a market as created by his quality. The National League is the saving grace to the shipper, who is wise enough to realize its manifold benefits, and the elevation of business methods under its development is their hope for the future.

And now, gentlemen, a word as to our own organization. We meet here as twenty-eight units of this big concrete National League, and each one of the twenty-eight look to us for guidance and plans. Our membership must be classed and guarded as a business asset of consequence, and the value of the asset depends upon us. We are passing through a critical time. We see ahead of us big interests that are striving to take away our business. To every thoughtful, thinking member it is apparent what these menaces are. As an organization we have spent years in the interest of the shipper. Now let us turn toward ourselves and do missionary work

that will count and that will bring about that contentment and satisfaction to ourselves which our long vigils and untiring efforts entitle us. Consolidation and close co-operation are the routes that will enable us to assert our inherent rights. Nineteen years of organization finds us yet, to a certain degree, in swaddling clothes, especially as far as our individual interests are concerned. That great problems are confronting us is amply manifested by the large attendance at our conventions. We are not here for pleasure, but we come inspired with a purpose. Let us start the twentieth year with better and stronger co-operation, more consultation between members and sister leagues, a closer affiliation with shipping associations. These are only suggestions for further thought. You have established the ground work in the formation of the National League of Commission Merchants; you have furthered it by the establishment of the office of business manager. There are wonderful opportunities ahead for mem-

bers of the National League of Commission Merchants if we only awake to our possibilities. Let us resolve to be commission merchants, organized to dignify our chosen calling and to hold out to the shipper the benefits to be derived from well-rounded efforts. Our organization is a necessity and bound to realize as such. Indiscriminate buying of the past is bound to round into commission business for the future; it will right itself on the same law that causes all water to find its level.

We have an asset in our business manager's office that is daily making itself more manifest. We have capitalized it with brains, and the time is soon at hand when you will see the necessity of capitalizing it with money. There is no limit to the work or field for a business manager. There is not a state in the Union but that needs education as to the aims and purposes of the National League. The campaign of education should be on the basis of a "Billy Sunday Revival." Equip your business manager with assistants who can, through him, carry the gospel of the National League to the four points of the compass and you will be surprised at the results. If this work is to be done toward increasing our own benefits it will require more money to carry on the campaign in this direction, but as long as the benefits will be ours assessments will be justified. The members little realize the work that falls upon the shoulders of the officers of an organization like ours. When I planned and argued for the establishment of the office of business manager it was because I had studied the possibilities and the realization of my work in this direction was one of the happiest events to me. While I deeply regret the change of management I know that the office of business manager will continue to grow because it is on a right foundation. I feel that when we convene in 1912 benefits will have made themselves so apparent through his office that we will be eager and willing to increase our dues to keep pace with the increased possibilities to be derived from his office.

Study your business manager, keep in touch with him, learn his worth by asking questions. His office is a fund of information drawn from the four points of the compass. His information is yours for the asking. Make him strong by putting him to the test. Let us leave with you the three thoughts coined by our Minneapolis friends: Prosperity comes quickest through organization. Prosperity of your trade industry means your prosperity.

#### Editor Better Fruit:

The writer has told you so often in the last five years what he has thought of your direct and indirect services in behalf of the fruit trade that it would merely be a repetition of many preceding remarks to thank you once more. Never does an opportunity go by when we have the chance to direct attention of probable advertisers and other friends to the beauties of "Better Fruit." While on the subject we want to say once more that it is our humble opinion that you have taught the Northwestern fruit operators more during the period named, as to how to look out for their own interests, and to handle fruit, to say nothing of packing it properly, etc., than all other journals or magazines combined, and it would certainly take a triple team of "fiery untamed steeds" to knock that idea out of our various and sundry craniums. Yours very truly, G. A. Arthur, Produce Reporter Company, Chicago.





LIVERPOOL, ENGLAND, COMMERCIAL SALES ROOM

## STORAGE-IN-TRANSIT RESOLUTIONS AND RULES

**A**T a conference of the authorized representatives of the Western Fruit Jobbers' Association, the National League of Commission Merchants of the United States and the International Apple Shippers' Association held in the La Salle Hotel, Chicago, on the 12th day of December, 1910, the following resolution was unanimously adopted:

"Resolved, That owing to the growing necessity for storage-in-transit of box apples from the West, to the end that a broader and more equitable distribution may be accomplished, thus fostering and protecting the industry, increasing the traffic and aiding the furnishing of equipment to move the crop, the appended rules governing such storage in transit of apples be submitted to the Transcontinental Lines Freight Bureau and individual lines interested, with a request that said rules be adopted in effect and such storage-in-transit privilege be made lawfully applicable in time to properly move the apple crop of 1911."

Proposed rules governing storage-in-transit of box apples are as follows:

Apples, carloads, from any point shown in tariff, may be shipped to any intermediate point, placed in storage and afterward reconsigned on protection of the through rate, under the following provision:

A. The storage point must be an intermediate point in the same general direction, between point of origin and final destination, except that no charge for back haul will be made when ultimate destination is in the same general direction, or storage point is in territory intermediate via any route from point of origin to final destination.

B. Storage must be in warehouse furnished by shipper or owner of property.

The carrier not to assume charges for storage, insurance or other expense accruing at warehouse.

C. Shipments entitled to storage in transit privilege shall have their expense bills at the storage station stamped, "To be stored in transit."

D. The surrender of paid expense bills accompanied by warehouse certificate identifying said shipment will be a declaration by the shipper that said shipment is entitled to transit privilege.

E. Shipments may be stored in transit for a period not exceeding nine months,

but in no case is privilege to be extended beyond July 1st following.

F. Upon surrender of paid in-bound expense bills, shipments will be re-billed from storage point to final destination at balance of through rate, if any, from initial point of shipment to final destination plus a switching charge not to exceed five dollars.

G. The through rate in effect on date of shipment from point of origin shall be the rate to be protected.

In conclusion, and as a part of this report, it is recommended that the transportation committee of the Western Fruit Jobbers' Association in the future be composed of one of its members from each of the large cities or jobbing centers, and that the secretary of the association be named and act as its chairman.

There are two reasons for this recommendation, viz.: First, the larger part of the work must of necessity fall upon the secretary; the average member is unable to give the necessary time and attention that should be given to this important committee. Second, a committee of this kind, with the secretary as chairman, could call upon the various members to attend different meetings and other hearings which are held in the various cities throughout the year, with very little expense to the association and with better results.

*Editor Better Fruit:*

A friend in Bloomington loaned me a copy of your May number to read and I am so delighted with "Better Fruit" that I am enclosing postal money order for one dollar for one year's subscription. I want you to begin this subscription with the May number, so please be sure to send me that number if you never send me another one. I am anticipating, however, that every number will be a delightful one, if I am to judge from the one now in my hand. Very truly yours, J. M. McConkie, Bloomington, Illinois.

*Editor Better Fruit:*

Enclosed please find a postal order for one dollar for which please send me "Better Fruit" for a year. I just recently received a sample copy and find it an excellent paper. Very truly yours, C. H. Metcalfe, Honolulu.



AUCTION SALE BY GARCIA, JACOBS &amp; CO., FLORAL HALL, COVENT GARDEN, LONDON



# BETTERING THE DISTRIBUTION OF THE APPLE CROP

BY WILLIAM L. WAGNER

**D**URING the past year the one great cry that has gone up from the wilderness of apple production in the Northwest has been, "Our fruit is not distributed properly nor widely enough." Probably every local and state horticultural meeting has been addressed by not less than one and in many instances by several on the subject, and the result has been "confusion worse confounded" rather than elucidation. The reason for this confusion is obvious. As a rule the criticisms made and solutions offered have been tendered by one of two classes, the first of which has no practical knowledge of the subject, and the second having an ulterior purpose as the basis of what they say.

The first class may be enlightened to general advantage, but the greater the enlightenment of the second the more dangerous they become and the greater the menace to the community. I say a "menace" for the reason that anything which tends to disturb the equilibrium of a producing section or to disturb the close relations between the producer and those upon whom he must depend in the placing of his crop, whether it be by direct sale or otherwise, is not only dangerous, but more dangerous to the producer than to the distributor.

In limited space it is impossible to go into this subject fully and at best only the most salient features can be even touched upon. Briefly, I would call attention to the one great misapprehension that affects the mind of the average objector, that is, the idea that he who handles these apples piles them up somewhere and calmly sits down and awaits a purchaser. This is far from the real fact. Some operators in apples operate upon a larger scale than others, but everyone in the territory in which he operates is a large one. The scope of territory may include but a single town or country, but it may and does include with many of them practically every state and county in the United States and

every large center of those foreign countries to which operations can be extended.

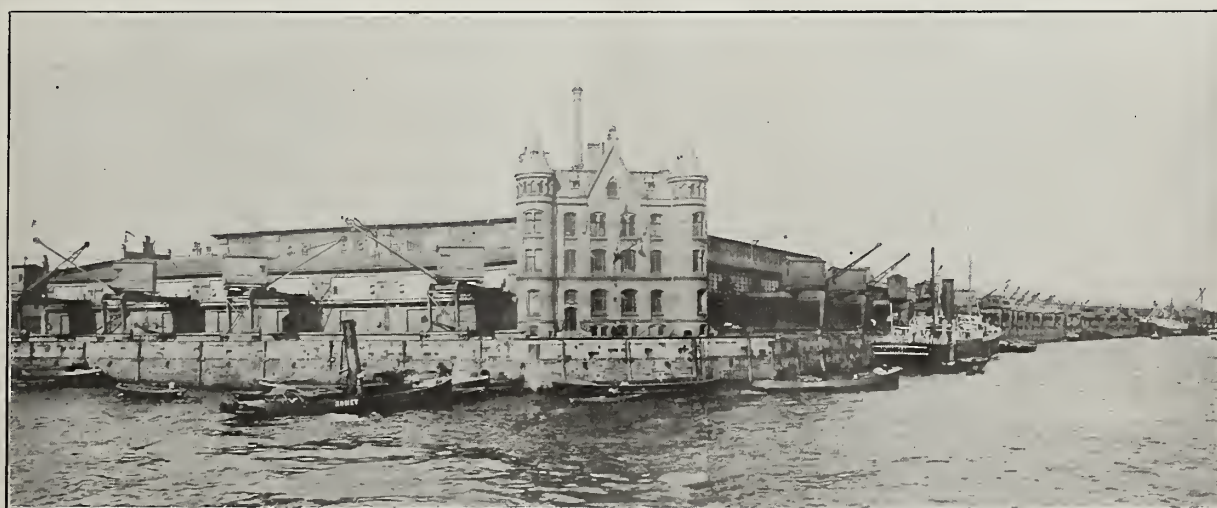
That no one man or firm can deal with every other man is one of the rules or laws of trade, and the fact that almost no one can deal with some men has also been established. Because a minor "city" or village is discovered that had not for sale "box apples" does not in any way prove that that particular place has been overlooked. It simply demonstrates the truth of the fact that "minds must meet" before a trade can be effected, and that in this particular case the minds have not met. This is not because the distributor who has in all probability "worked" that particular field either through personal solicitation, offering by mail, wire or phone, through the various mediums of

advertisement, or possibly by all of these methods, is not ready to make a deal, but because the buyer is not ready. The buyer has his own reasons, many of which are most excellent and all of them good from his point of view. To the man who for years has handled barreled stock only and who has built up a profitable and satisfactory business in them, the taking on of boxes means a possibly dangerous innovation. He knows his trade and is convinced that the lower-priced barrel will meet all requirements and prove a safe investment. Naturally he sticks to them. He is in business for profit, not as a philanthropist, and he handles that which appeals most strongly to him from a profit standpoint, just as the producer markets in the way that looks most advantageous to him and regardless of the fellow at the other end, and the failure of the distributor to sell to him is no discredit to the distributor. Nor is the fact that owing to changed conditions the small dealer becomes ready for a deal and is "landed" by a producer for a car any discredit to the distributor, but rather it tends to show the result of his systematic effort to "educate" the buyer up to the commodity instead of any neglect of him.

Successful distribution is not like a problem in mathematics, that may be successfully solved by anyone knowing the rule, nor can it be learned from books. Whether it is an art or a science might be open to discussion, but one thing is certain, and that is that only he who "knows the game" will succeed, and success will come only in such measure as he does know the game and "plays" it. There are no rules. Each operates his business according to his own light and ability, and even then the "race is not to the swift," but to the safe, sane and conservative. It requires years of study of conditions, observation and possibility of experiment, to acquire knowledge as to approximately the quantity of apples a given territory "will take," and the varieties that can be disposed of to the best



MICHAEL SIMONS, J. P., D. L., GLASGOW  
Simons, Shuttleworth & Co., Liverpool; Garcia,  
Jacobs & Co., London; Simons, Jacobs & Co.,  
Glasgow



FRUIT SHEDS OF HAMBURG, GERMANY



advantage in that territory; those varieties that would be as "Dead Sea fruit" if shipped in; a knowledge of "who's who" in the apple business in that territory and who may or may not be dealt with in safety; to acquire a knowledge of freight rates and shipping combinations, to the end that not only may selling be made easy, but also safe, in that case if rejected may be moved and disposed of with proper economy. Unfortunately every sale is not a sale, and only too often whether it becomes a sale or not depends upon the mood of the buyer at the time the car arrives, to the condition of his market, or whether someone has in the meantime offered him a car for less money.

It has been said that no car of apples ever has or ever will be packed that will not show sufficient defect to establish a basis for rejection on a declining market. All of these things must be taken into consideration, must be assimilated by the distributor and become a part of his mentality. Whether the distributor operates on his own account, buying the product outright, or distributes as the agent for the producer has but one difference; in the first case what he does is no one's business but his own, and he is not subject to question even though open to criticism, but in either case success depends upon his knowledge and ability.

Distribution may be of two kinds, one to dispose of quantity, the other to produce and increase value. Naturally the latter is the more restricted and requires the higher degree of distributive education, but either requires for success the solving of the greatest problem of them all—the problem of true economy. To the student of this question it quickly becomes apparent that after the cost of operating expenses, including road men, advertising in its various forms, telegraph, telephone, salaries, rents, etc., are deducted from the gross revenue of the distributor, the remaining balance is so small that whether the season's deal shall show a profit or a loss depends upon the distributor's success in making only safe accounts and incurring no losses. This



D. CROSSLEY & SONS' NEW PLACE IN COVENT GARDEN, LONDON

An important increase in the firm's assets made during the year. This season the firm has done considerable more business on the London market than heretofore, and as a result has opened a place there through which its usual methods will be pursued. The Crossley firm is a strong advocate of the private sale method, selling all its receipts by this means through its Liverpool, Glasgow and London houses. With increased facilities the firm will be in better position than ever to look after its shippers' interests. D. Crossley & Sons is one of the firms acting as promoters of the American apple in the European markets and believe that this outlet will to a very large extent keep pace with the increasing business in this important product of the Northwest. Mr. William Crossley has been spending some time in Europe looking after the firm's interest in England and on the Continent.

condition does not, however, mean that the cheapest method of distribution is always the most economical, as, on the contrary, it may prove the most expensive. True economy means the production of the highest possible net results and the building up of an established demand at the lowest possible cost to produce such results.

The statement that it is more easy to learn to produce the fruit than to distribute or market it would probably meet with no denial, and still comparatively few operators are found who are producers. Why is this so? For the simple reason that they are two as separate and

distinct lines of business as are teaming and banking. It resolves itself back into the old adage that "he who is jack of all trade is master of none," and the sooner the force of this is realized the better for the industry.

The West has done much for the apple industry. Its high ideals as to quality, grading and packing have been carried into practice with the result that new life and energy has been shown along the same lines in every apple-growing section. These ideals should not be lost sight of or overshadowed by other questions, but on the contrary should be carefully nourished and if possible raised to an even higher plane. With a producer at one end of the line to maintain these ideals of quality and pack, and the competent, trained distributor at the other end of the line, the question of distribution is solved, and economy takes the place of extravagance and waste. Instead of constant carping criticism, bickering and fault finding, it should be the aim of both producer and operator to work in more close and complete harmony, each endeavoring to enlighten the other as to the difficulties that beset him, to the end that united wisdom may lighten the burdens of both and the apple industry be placed upon the most secure footing possible, with fair assurance of reasonable remuneration to all who are engaged in it.

#### Editor Better Fruit:

Allow me to congratulate you on your magnificent issue just out. While all agricultural publications cannot put out such an issue, we congratulate those who are able and have enthusiasm enough to do so. I sincerely hope that it will bring you good returns. The agricultural press is fast becoming the most valuable publication in the land. Very respectfully, J. D. Dean, Editor The Ranch, Kent, Washington.



WENATCHEE VALLEY FRUIT ON EXHIBIT FOR INTERESTED BUYERS  
COVENT GARDEN, LONDON



## THE STANDARD PACK AND PACKAGE OF APPLES

**A**T the meeting of the Western Fruit Jobbers at Sacramento, California, February 15-18, 1911, the following letter from Mr. N. G. Gibson, chairman of a special committee on the subject, was read by Mr. Prentiss Martin:

I had previously planned to be present with you at this meeting and make my report to you personally, but owing to an unfortunate railway accident a short time ago I have found it impossible to make the trip, as my physician will not permit me to undergo the strain of the long journey to and from Sacramento. However, my report regarding progress of securing a law for uniform boxes, baskets and barrels for apples can as well be put in writing, and I will promise not to take up much time in presenting it.

Since our last meeting your committee has done all possible to do in the furtherance of your instructions, but it seems little or nothing has been accomplished so far as actually securing the enactment of a law such as we are working for. A trip was made to Washington early last year, and with representatives of the International Apple Shippers' Association, National League of Commission Merchants and other interested parties, your committee appeared before the committee of agriculture of the house of representatives. Every argument was made and every influence was brought to bear on our national legislators to get a favorable report on the then pending Lafean bill, which was the measure we previously had introduced. This measure was not favorably reported for reasons with which you are no doubt as familiar as your committee. In a recent communication from Lafean he states it is quite likely the same measure will be introduced again; yet it is doubtful if anything can be done until the next congress meets.



ERNEST SIMONS, GLASGOW, SCOTLAND  
Of Simons, Jacobs & Co.

Now, gentlemen, it does seem we are doing a lot of work for nothing. The question arises in my mind that we may not have been as interested as we should. By this I mean our membership as a whole. Your committee has really made a sacrifice of time to put in the work they have tried to do. What I have in mind is, I fear, the matter of standard apple packages is not one whose vital



CHARLES M. SIMONS, LONDON, ENGLAND

importance really appeals to enough of our membership to do more than vote "aye" on a resolution which declares that uniform standard boxes, baskets and barrels are established and regulated by the common law of the land. Now, I have neither the time nor the inclination to rehearse the essentials of our contention with our friends in certain producing sections, but I want to say that without any legislation on the subject Colorado has swung into line, and the apples from this great producing state are being packed in boxes that conform to the requirements which we and others are asking for. In my candid opinion, we are rapidly reaching the point where most apple producers will be glad to accede to any reasonable suggestions relative to grading and packing of their fruit, for, unless I am a bad calculator, these and other steps will have to be taken to insure a consumptive demand for the enormous increase we shall see in the apple output in this good country within the next few years. I may say that I make this statement with the Western box apple uppermost in my mind. It is already tight scratching to get sellers and buyers together on average prevailing prices the past few years.

We are confronted with an annual increase of fifty per cent in the production of Western box apples, and there is every reason to believe this ratio of increase will be maintained for several years at least, because of so many new

orchards coming into bearing. On the other hand, we have an increase of about twelve and one-half per cent in the consumptive demand of a given commodity every year over the preceding, if the statistics on foodstuffs are to be relied upon. Putting the two ratios together we find it stands one to four, with the balance on the wrong side, so far as selling apples at high prices is concerned. But the balance favors concessions to develop lower prices and attract more consumption. Therefore, the old law of supply and demand may serve better than any legislation we can get at Washington, or elsewhere, to accomplish what we are trying to do; and for fear some of my friends may misconstrue my position, I want to say that I am in favor of selling apples for good prices—high prices if I can get them. They are worth all they will bring. That is elementary. But it is also elementary that if the supply of anything is doubled, and doubled again, we shall have some change, at least in prevailing selling prices.

Talk is cheap—that is why we have so much of it. But some of those who have tried to talk us out of court when we have been laboring for their and our mutual interest are likely to cease accusing us of being meddlers, and, I think, will gladly join forces with us in trying to do what we have already attempted, viz: to provide for as wide an outlet as possible in this country and abroad for apples, and by means of standard packages we know the problem will be greatly simplified. By reason of the fact that my firm has already sold over 1,200 cars of Western box apples this season, I profess to be entitled to some definite opinions on this subject, and it is my honest conviction that we need a standard box and basket of 2,342 cubic inches and a standard barrel which will hold three boxes or baskets. I want to say once for all that all the apples now grown, or yet to be grown, can be packed in such packages.



GEORGE H. SHUTTLEWORTH, LIVERPOOL





YAKIMA VALLEY APPLES AT AUCTION, COVENT GARDEN, LONDON, ENGLAND

## THIS YEAR'S APPLE CROP THE LARGEST IN HISTORY

FROM all indications it would appear that the 1911 apple crop is likely to be the largest in the history of the United States. With a full crop in the East, where the freight is only twenty-five or twenty-six cents per barrel, as compared to \$1.60 for the same weight of apples from the West, the difference in freight alone will favor the Eastern as against the Western grower in the matter of prices. The Easterner, knowing it to be a question of the "survival of the fittest," has taken note of what has been done in the West, spraying the trees, pruning and thinning the crop, has gone one better than the Westerner during the past two years, being determined to recapture the market which he had foolishly lost, forgetting the law of nature that "man should earn his living by the sweat of his brow," and that it was not sufficient for him to plant the tree and then ask nature to do the rest.

It is quite true that, on account of their color, Western apples appeal to the eye more than the Eastern fruit. The Easterner did not prune his trees and allowed the middle of the trees to be full of wood, which shaded the fruit and kept it from properly coloring, but with proper cultivation the Easterner, particularly in some of the high altitudes, is going to produce some sorts with as good color as are grown anywhere. Michigan, Vermont and New York State can produce the best Northern Spies in the United States, an apple that never scalds in the spring. Baldwins, in the East, don't get bitter-rot to any alarming extent. For general market purposes, and for export business, the Baldwin, Northern Spy and Greening are hard to beat. It is quite true that the Western Spitzenberg, up to Christmas, is one of the best apples grown, and, together with the Yellow Newtown, will always hold its own.

The vast quantities of apple trees which have been planted during the past four years must surely mean, given good

weather, together with the scientific cultivation of the West and Middle West, no shortage of apples in the future. According to government reports, on June 30, 1908, there were 201,794,642 bearing apple trees in the United States, and if all reports are true concerning plantings that have gone on since then, there must surely have been another 50,000,000 planted, say, in round numbers, 250,000,000 apple trees, good, bad and indifferent. These ought to produce a bushel to the tree, and that is quite a lot of apples; therefore something has to be done with this extra surplus; and in all Western districts there should be some kind of a factory to take charge not only of the windfalls, but the No. 2 apples and such like surplusage, where apples could be not only canned, but dried.

Eastern dried apples are now shipped to most parts of the world. I don't mean to say dried apples from the United States are shipped all over the world, but there are many places where dried apples could be shipped. In connection with such canning factories the cores and skins could be made into vinegar; and there is the further question of cider. I understand cider and vinegar sell for higher prices in the West than they do in the East, and if it pays the Easterner to put thirty per cent of his crop to the cider and vinegar mills it should also pay the Western man.

There is another question which, to my mind, should be put before Western growers, namely, the packing of fruit which I have seen taking place in the orchards. That, in my opinion, is not the proper place to pack fruit. The fruit, after being picked, should be taken to a warehouse to allow the outside heat to get out; then, when it is packed, it is cooled off, and does not require ten to twelve cents refrigeration charges, and can be shipped wherever wanted without being iced. Of course, if it is loaded up with all the outside heat in it, ranging from sixty to eighty degrees, it wants ice, but such expense need not be incurred if the work is properly done. W. N. White, of W. N. White & Co., New York.

T. J. POUPART  
Fruit Salesman  
Covent Garden Market  
London, W. C., June 3, 1911.

Mr. E. H. Shepard, Editor *Better Fruit*  
Hood River, Oregon:

Enclosed please find my subscription to "Better Fruit." Will you please send me the numbers since the last one sent to date.

Yours faithfully,  
T. J. POUPART.

Editor *Better Fruit*:

Will you be good enough to announce in "Better Fruit" that the next meeting of the Society for Horticultural Science will be held in Washington, D. C., on Friday, December 29, 1911, in connection with the meetings of the American Association for the Advancement of Science. Very truly yours, C. P. Close, Secretary-Treasurer, College Park, Maryland.



ENTRANCE TO THE GOLDEN WEST EXHIBITION OF WESTERN APPLES, UNDER THE AUSPICES OF GARCIA, JACOBS &amp; CO., EARLS COURT, LONDON





INSIDE VIEW OF HEATED FRUIT SHEDS AT HAMBURG, GERMANY

## CONGRESSIONAL SUB-COMMITTEE ON LEWIS BILL

THE Congressional sub-committee on postoffices and postroads met June 14, 1911, and took up for consideration the Lewis bill, which provides for condemning and purchasing the express companies and adding them to the postal system, and establishing a complete system for the quick transport of packages and the eatable products of the farm and truck garden, etc. At their last conference in Washington the representatives of the business men of the country and of the farmers' granges asked Congress to establish such a system, and representatives of these interests were present at the hearing before the committee.

"There are two main reasons why the express companies must be added to the postal system," said Mr. Lewis in his argument. "First, the express company service does not reach beyond the railways to the country or the farmers, which the postoffice does, through the rural free delivery, which is waiting with empty wagons to receive the express packages and take them to the country stores and the farmers, and carry back to the towns and the cities the produce of the farms and truck gardens for the people to eat at living prices. Second, the contracts of the express companies with the railways give them an average transportation rate of three-quarters of a cent a pound; and with this rate the express charges by post would be reduced from two-thirds to one-half on parcels ranging from five to fifty pounds, and about 28 per cent on heavier weights, as a consequence of the co-ordination of the express company plants with the postoffice and rural delivery, and the elimination of the express company profits, which are averaging over 50 per cent on the investment.

"The express companies are positive hindrances and obstacles to the business of the country. The average charge for carrying a ton of express in Argentina is \$6.51, and for the countries of Europe

\$4.12, while the average express company charge in the United States is \$31.20. They charge five times as much to carry a ton of express as a ton of freight in other countries. Here the express companies charge sixteen times as much. Of course, these charges simply prohibit by half or more of the traffic in the United States. Our average is less than one hundred pounds per capita, while that of the other countries is over two hundred pounds per capita, although we have far greater demand for quick transport on account of our longer distances and more extensive business.

"We cannot have an efficient parcels post. The government cannot conduct it on mail railway transportation rates, at over four cents a pound, in competition with the express companies' paying but three-fourths of a cent a pound, excluding the weight of equipment in both

cases; which enables the express corporations to pay over 50 per cent in profits to themselves, although rendering no service whatever to the farmers and to points off the railways."

Mr. Lewis has worked out a system of "zones" based on scientific methods, from which a five-pound package, for instance, can be sent 196 miles for 11 cents, while the express companies now charge 25 cents and more for like distances; from Calais, Maine, to San Francisco, will cost 30 cents for five pounds, and \$2.42 for fifty pounds, as against the express company charges of 85 cents and \$7.50.

With the rural free delivery a part of the express system, an agricultural parcels post will market the farmers' produce and save them the time and labor of marketing their truck. Rates even lower than those quoted are promised, by having the rural and city carriers assemble the small consignments of the individual shippers and utilize the fast freight service on trunk lines, with passenger trains on the branch roads to hurry the stuff to destination, at the regular fast freight rates. The postoffice will recoup itself by securing carload rates for the assembled shipments, while the small shippers get their advantage over present conditions by having their collect-and-delivery system for practically nothing.

This system is now in vogue in Germany, and shippers, Mr. Lewis shows, pay only double freight rates, less than a tenth of the express rates here.

The food problem, the "high cost of living," according to Mr. Lewis' figures, is largely the result of the want of a proper articulation of our transportation with the rural sources of supply. While prices are often prohibitive to the consumer, crops may be rotting at the place of production, for want of a real express service.

Editor Better Fruit:

Copy of your May issue of "Better Fruit" has just reached the writer, and I wish to congratulate you on the splendid make-up of this issue. Yours truly, H. M. Ashby, Cleveland, Ohio.



THIS BUILDING CONTAINS OFFICES OF ALL FRUIT FIRMS IN HAMBURG



# FRUIT'S JOURNEY FROM PRODUCER TO CONSUMER

BY N. G. GIBSON, OF THE GIBSON FRUIT COMPANY, CHICAGO

**T**HIS journey that fruits grown in the Northwest must take to reach the centers of population in the Middle West and along the Atlantic seaboard, where hungry souls await their coming every season, is a long one. Perhaps it would be stating the truth more correctly to say that these people, millions of them, would await the coming of the fruit more eagerly were they all able to buy it as freely as they would like. One thing that has impressed me as much as any other one thing relating to marketing of box apples and other Western fruits is that heretofore the cost has been too high to hope for anything like a maximum consumption in this great country.

Quite naturally, the price to the consumer is fixed at the time a price is made in the orchards, or at shipping points, barring accidents and fickle markets, for there is a marketing cost that must be figured against the purchase, and I want to say as emphatically as I know how that the day of miracles has passed in the selling of fruits if, indeed, it ever existed in fact. This talk about reducing the cost of marketing below a certain legitimate figure, and getting the benefit of experienced, capable men, is sheer tommyrot. Assuming that we shall have to rely upon present methods for selling, with slight modifications from time to time, I think we should endeavor, so far as possible, to encourage a freer consumption of fruits by resorting to that great old coquettish trick of trade, reducing the price to attract buyers and consumers.

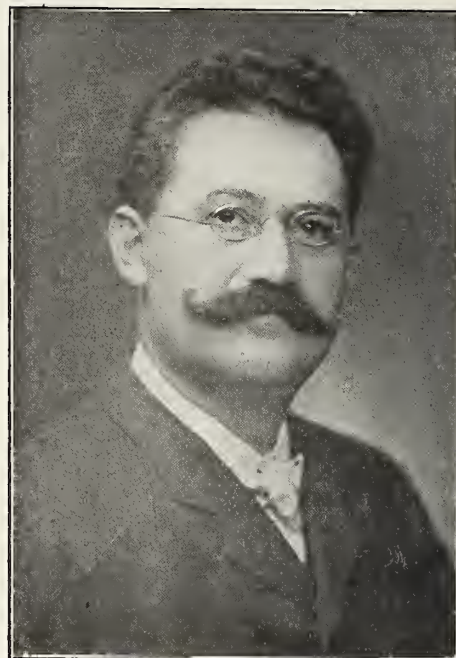
How can this best be done? When is the best time to begin? Who shall undertake it? Answers to these questions readily suggest themselves. You can rest assured the "how," the "when" and the "who" will be the grist of the mills of the future, and then only when the force of conditions shall dictate what I suggest.

Let's not forget we are all human—growers, market men, consumers and all—and that selfishness, unfortunately, is a quality more or less attributable to us all. The wrangle over the uttermost farthing, the spirit of Shylock, the haunting dread of giving something away for a bit less than we fancy it is worth may temporarily boost land values and add to the many vexations of the middle men, but it is certain the whole scheme results in a woeful abortion of that simple injunction of the lowly Nazarene, who taught us in the producing and marketing business a memorable lesson with the few loaves and fishes. Feed my sheep, though meekly commanded, has reverberated through the centuries, and the spirit of the call is gaining ground and winning over men today wherever civilization has spread.

What has all this got to do with selling apples and other fruits? Just this: There are lots of people, outside of the poor houses if you please, just common people, the kind God makes most of because He loves them best, in this big country who rarely enjoy such a luxury as a feeling of fulness of good fruit. Comparatively few people have money enough to buy without asking the price. The poor people are the real consumers after all. Do you catch the point? Is it obnoxious to think about? Shouldn't we consider them as part and parcel of the consuming public? Are these "under dogs" unworthy of our fruit, rather God's fruit?

Go along the streets and alleys surrounding the large market places in the big cities late in the day, after the stalls and stores are closed; watch the bedraggled flotsam and jetsam of human-kind fight and elbow their way to the dump barrels and boxes filled with decayed fruits and vegetables, which are fished industriously for every morsel fit to eat—forsooth, unfit to eat. See that pale mother with a babe in her arms,

both pinched and starved, glare with sluggish, sunken eyes at the prospect of fighting through the hungry mob for perhaps a bit of rotten fruit; watch that old gray-haired man, limping and leaning on his friendly cane as he hurries to join the scuffle; see those ragged, bare-foot children come romping as fast as their emaciated bodies and spindling legs will let them toddle, in flocks of two and three, and more, from squalid



WILLIAM L. LOEFFEL  
President of Barnett Bros.  
159 South Water Street, Chicago, Illinois

lodgings, some to carry the bag or basket, others to fight their way into the throng, where the most promising luxuries in the way of food may be had; see all this and ask yourself soberly if you draw any conclusions that might result in a better plan of reaching the consumer.

Obviously, we all want to get all we can for our products or our services, but I believe we will be better off in the end to stop now and then and think of the other fellow, especially the fellow who may be down and out, hungry and unable to take care of himself. Mind you, I am not heading a crusade to distribute fruits through a charity bureau, but I hope to live to see the day when the masses will be able to procure good fruits at more moderate prices. I am optimistic enough to believe I shall see that happy state of affairs within a decade.

#### Editor Better Fruit:

The May issue of "Better Fruit" to hand, and a magnificent issue it is. Its charm can hardly be approached, and surely not surpassed. But the chief value of this, as of the other issues I have seen, lies in the practical feature of its excellent articles, written as they are by writers who are pre-eminently fitted for the task. My appreciation of Pacific Coast enterprise, and my determination to have the best published on subjects of horticulture, led me to subscribe for a publication that is the recognized leader of that young and enterprising locality, and I feel that up-to-date growers of the East could not do better than to add this journal to their list of periodicals. Wishing you merited success, I am, yours very truly, C. F. Bley, Hamburg, New York.



FINE COMMERCIAL DISPLAY OF APPLES FROM CALIFORNIA BY GARCIA, JACOBS & CO.  
EARLS COURT, LONDON





AUCTION BY SIMONS, JACOBS &amp; CO., GLASGOW, SCOTLAND, IN THEIR SALESROOM

## WILMEROOTH TELLS OF EUROPEAN APPLE MARKET

FOR the benefit of those desiring information in regard to the great foreign fruit markets and the methods employed by the various fruit exchanges, Mr. Charles W. Wilmeroth has authorized the publication of the following interview. Mr. Wilmeroth is well known as a dealer and distributor of apples and pears, and represents the Simons string of houses in New York, Boston, Portland, Maine, and Nova Scotia; Simons, Jacobs & Co. of Glasgow, Scotland; J. H. Lutten & Son of Hamburg, Germany; Simons, Shuttleworth & Co. of Liverpool; Garcia, Jacobs & Co. of London; Olivet Bros. of New York, and the Stewart Fruit Company of San Francisco and Los Angeles.

The Stewart Fruit Company needs no introduction to the Rogue River Valley, as Mr. Stewart in years gone by taught the people of that valley to pack pears. Olivet Bros. are also well known in that vicinity.

Mr. Wilmeroth has traveled to the greater markets of the world, and as the result of his investigations gave the following information:

"Hamburg is the great free port of Germany, where buyers from Northwestern Russia, as well as St. Petersburg and Moscow, Northern Austria, Sweden, Norway, and parts of Switzerland, Holland and Belgium (estimated population of 127,000,000 people) regularly attend the auctions. Hamburg and its suburbs have a population of over 1,000,000 people. Prior to my visit to Hamburg I had the

impression that the German government was unfair in inspecting our apples for disease and pests, discriminating in favor of their own products and throwing the trade in that direction. With this thought in mind, by the aid of letters from the United States Department of Agriculture and through introductions by friends, I



SAM H. SIMONS, GLASGOW  
Of Simons, Jacobs & Co.

was granted long interviews on two different occasions with the chief of the department of inspection, who was quite anxious to explain his desire to be fair in admitting perfect fruit into Germany without discrimination of any kind. The action of the German government in refusing diseased fruit was not unfair and was entirely justifiable when occasion made it necessary. A car of box apples for Hamburg, before being offered for sale, is carefully inspected by a department maintained for this purpose, and you must see them work to satisfy yourself of the thoroughness with which the work is carried out. From three to five boxes from each grower's lot in this car are inspected and those found free from disease or scale are passed. Any lot not perfect is marked in large letters S. J. L., which means San Jose Louse, and under no conditions will those boxes be permitted to enter Germany. They are not condemned, and buyers from any country other than Germany may purchase them and ship them to any place not in the empire. In many cases the goods bring about the same prices as those not marked S. J. L. Shipments to Hamburg are charged no duty, especially when shipped to other countries, but the purchaser must pay duty if the fruit is shipped into the German empire.

"The Hamburg fruit docks are the finest in the world, covering between forty and fifty acres of ground at present, with additions under construction. These docks are heated during the winter so that fruit can be stored and offered





TYPICAL CROWD OF FRUIT BUYERS AT A FRUIT AUCTION, LONDON, ENGLAND

for sale with perfect safety. The goods are lifted from the holds of the vessels by huge traveling cranes, which deposit them at any desired point in the store houses.

"I consider London the largest but most erratic market of Great Britain. The volume of sales there is enormous and they will pay the fanciest prices on the best lines of goods, but, on the other hand extremely heavy shipments cause a fluctuation in the market greater than ever witnessed in the Glasgow or Liverpool trade.

"I consider Liverpool a strong, steady market, taking as it does enormous quantities of fruit and distributing it to the extensive manufacturing cities of Manchester, Sheffield, Leeds and other districts with equally as heavy a consuming population.

"Glasgow is a distributing point for all of Scotland, including Edinburgh and some portions of Northern England, and I believe can take as many high priced, fancy goods as any of the markets which I represent. I am sure that Glasgow sent back the strongest sales on Northwestern Newtowns.

"It has been stated that I thought selling fruit by auction in Europe was not the proper thing to do, but it has been the custom for many years and it will never be changed. Any persons who think they can change the customs prevailing in these countries in five years will find that their efforts will result in a dismal failure. The idea I did intend to convey regarding the sale of apples by auction was for the United States only. The past season there has been great quantities of cold storage fruit sold at auction out of season, demoralizing the general market. I have obtained the opinion of many of the old apple dealers of the United States and they agree with me that under no circumstances should apples be consigned to people who insist

on selling at public auction. With highly perishable fruit this plan is the proper one, but not with long keeping winter apples.

"Fine results were obtained by storing the goods in New York City and shipping at the right time to London, Liverpool and Glasgow, as their markets might warrant, cutting out the weak markets and shipping heavily to the strong markets. I very much doubt if results equally as good could be obtained by anyone who does not maintain a strong selling force in those cities.

"Regarding the condition of arrival of our boxed apples, I will say that I found them bruised in a great many cases and quite a number of broken boxes, caused

by a long sea voyage and a hasty loading and unloading at the points of shipment and distribution. Our firms regret that this condition prevails and suggest the only improvement to be made at this time is to use heavier tops and sides and longer nails. This extra expense on a box would be offset by the lesser quantity of broken boxes and bruised fruit. It would be well to reduce the bulge on apples for export to the minimum, as anyone can readily see in looking at the loading and unloading how apples cannot avoid being damaged when packed too heavy. On the other hand, we must be careful not to pack so light that they will reach their markets in a slack condition. The most desirable sizes are from 128 to 150, and we must not ship over 5 per cent of 3½-tier fruit to any foreign market. A good rule to follow is to ship, as near as possible, apples averaging four to the pound. I learned this by talking to a good number of retailers in all the markets I visited in Italy and France, and at this time could not recommend these countries as prospective markets for our apples, except in quantities not worth exploiting at this time."

Mr. Wilmeroth expects to leave soon on an automobile tour through the north, examining the fruit conditions in all the great growing districts on the way.

[Note: The Stewart Fruit Company is the largest independent fruit distributor in California, handling over 2,000 cars annually, and maintaining offices in New York, Chicago, Philadelphia, Boston, Kansas City and Omaha, selling at auction and private sale, confining their work to deciduous and citrus fruits and not handling apples in any form. Olivet Brothers of New York are one of the oldest, best known, strongest apple dealers in that city. They maintain a large selling force in the docks, as well as at their store on Washington street, and with these fine facilities find it possible to show fine results on their sales.]



OFFICES OF GARCIA, JACOBS &amp; CO., COVENT GARDEN MARKET, LONDON, ENGLAND



# DONALDSON QUALITY FRUIT EXPOSITION SUCCESS

MINNEAPOLIS, MINNESOTA, NOVEMBER, 1910

**T**HIS exposition proved to be an event of much importance and one long to be remembered. Mr. L. S. Donaldson, president of the L. S. Donaldson Company, Minneapolis, Minne-

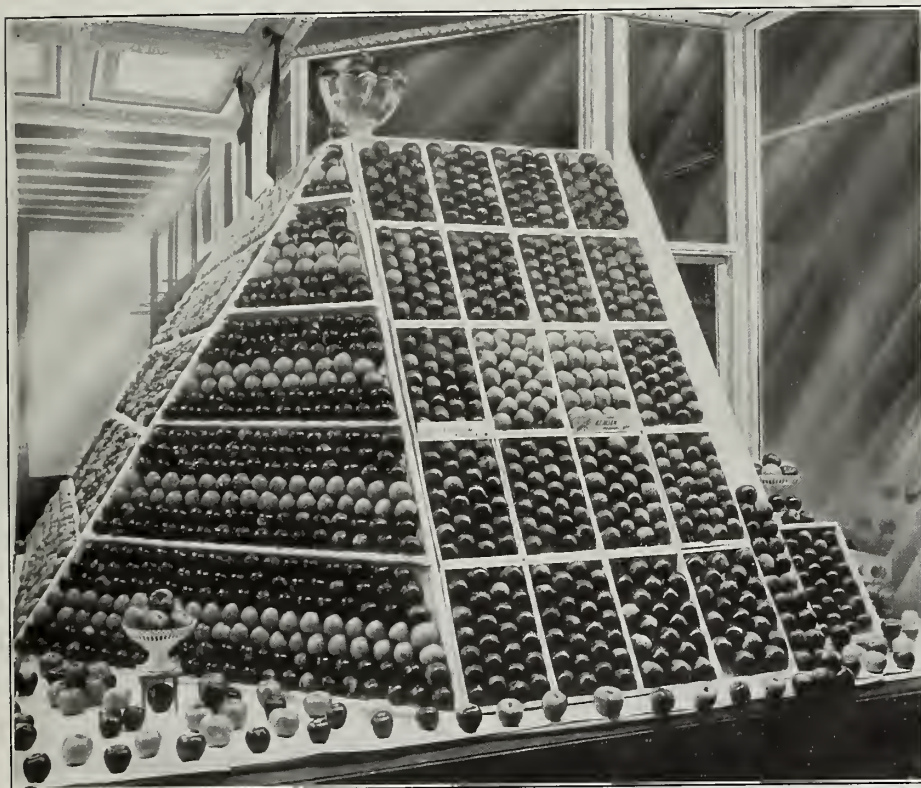
sota, sent into our midst last August his representative, Oliver D. Hefner, to solicit the co-operation of the commercial clubs in the various fruit valleys of the Pacific Northwest to inaugurate the largest and most beautiful fruit exhibition ever held east of Spokane. The entire show window space, over five hundred feet on Nicollet Avenue, Sixth and Seventh Streets, of the Donaldson Glass Block, was given over to the exclusive display of fruits. This immense Glass Block was illuminated each evening with its thousands of red, white and blue electric lights, which cover the building from the dome to the ground. This, together with the artistic display and blending of colors of the fruits, colors that can only be produced in the fruit valleys of the Northwest, presented a spectacle seldom, if ever, witnessed, and was visited day and night by many thousands of people.

The valleys participating included Hood River, White Salmon, Yakima, Rogue River, Wenatchee, Cashmere, Okanogan, Willamette, Bitter Root and others. Each valley sent from one to three representatives, selected by the commercial clubs to give out literature and correctly answer the hundred and one questions asked by visitors. Over a dozen cars of extra fancy apples were purchased outright by the L. S. Donaldson Company and distributed during

the exposition, and were the means of creating a great demand for Northwestern fruit in that section of the country. A recipe book entitled, "One Hundred and One Ways of Using Apples" was

compiled and given out free by the company. The Glass Block has one of the largest and most up-to-date food and fruit markets in the United States, and is a large distributor of Western fruit. The photographs illustrating this article were chosen at random from dozens equally good, taken at the time of the exposition. For a firm of the standing of the L. S. Donaldson Company, selling merchandise of every description, to devote every window in its entire frontage on three streets to the display of apples, while other merchandise was entirely excluded, speaks eloquently of the belief of this concern in fruit raised in the Northwest. Favorable comment upon this great display and exposition was widespread, agricultural journals in all sections of the country devoting considerable space to mention of its scope and beauty.

**W**E have spared neither pains nor expense in producing this issue. It will cost about \$5,000 to get out this edition. It is our honest opinion that the good it will do to fruit dealers, shippers and fruit growers—whichever you want to place first—will justify the expense, and we believe the results will be so great to everyone connected with the fruit industry that we shall receive support in the future that will justify our rational endeavor. If we fail in accomplishing what we expect to in this edition—and we do not believe that we shall—it will be the first time that "Better Fruit" has failed to realize the results it anticipated.



SOUTHERN OREGON DISTRICT EXHIBIT AT DONALDSON QUALITY FRUIT EXPOSITION  
MINNEAPOLIS, MINNESOTA, NOVEMBER, 1910



EXHIBIT OF HOOD RIVER APPLES AT THE DONALDSON QUALITY FRUIT EXPOSITION  
MINNEAPOLIS, MINNESOTA, NOVEMBER, 1910

## EXPORTING APPLES TO THE EUROPEAN MARKETS

**T**HAT London, Liverpool, Glasgow and Hamburg have, in one season, imported from the United States and Canada the equivalent of 10,000,000 boxes of apples is sufficient indication that these same markets may be expected to play a large part in the problem of marketing American apples in the future.

Each of the markets referred to is influenced by conditions peculiar to itself, and which are perhaps not apparent to one who has not made a study of those conditions, some of which have direct and traceable causes, some being due to purely racial or national characteristics, while others are local trade develop-



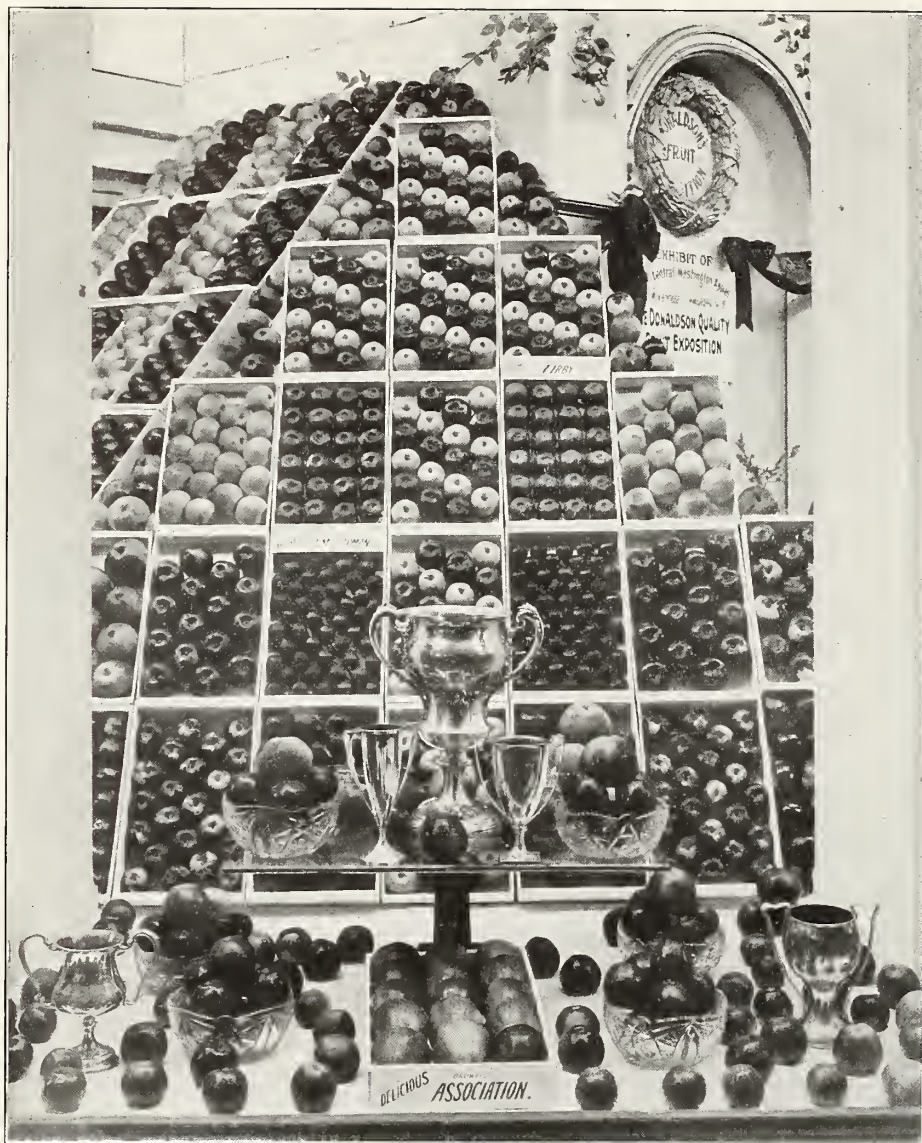


EXHIBIT OF CENTRAL WASHINGTON AND WENATCHEE APPLES AT THE DONALDSON QUALITY FRUIT EXPOSITION, MINNEAPOLIS, MINNESOTA, NOVEMBER, 1910

ments which can in no way be accounted for. The space allowed for this article does not permit of full treatment of what has been referred to, but as illustrations the system in some markets of returning empty packages, the preference in one market for small apples and in another for red varieties, the San Jose scale restrictions in Germany and the almost total lack of native fruit in Scotland may be mentioned.

Europe is also supplied with fresh apples from South Africa and Australia, while the native production is very large in some countries. The quantities and marketing period of the principal varieties from these latter sources, as well as the conditions referred to above, all have a very important bearing on the demand for certain varieties at certain times from America, so that the folly of exporting with little or no knowledge of market requirements and supplies, with the blind hope of coming out right, is apparent. Some poor results obtained in the past from such procedures are largely responsible for the wails of the opponents of this trade.

The principal feature of the European markets of interest to apple growers in

the Northwest is the reception which they will in the future extend to boxed fruit. There is a too general impression among these growers that the Newtown is the only variety they produce that is suitable for European shipment. That

this theory is all wrong was effectively demonstrated during the past season.

There has been, and for perfectly legitimate reasons, a prejudice in Europe in favor of barrels, but the excellence of the fruit itself and the possibility of delivering it in better condition are rapidly promoting the popularity of the box as a carrier. For export a box a little wider and not quite so high as the one now in use and a pack with little or no bulge are recommended.

The cost of transportation across the continent is a problem worthy of serious consideration. California oranges that are exported pay ten cents per one hundred pounds less railroad freight than the same goods destined for local consumption in Eastern cities. A similar concession on apples would make it possible to export an enormously increased quantity with no diminution of average net results, and the relief to American markets would be correspondingly effective. W. M. French, of Simons, Shuttleworth & French Co., New York.

◆ ◆ ◆

IT is our hope and belief that this edition will be of benefit to everyone connected with the fruit industry, and we trust, and believe, that every advertiser in "Better Fruit" will get results that will repay him many fold for the cost of his advertisement.

◆ ◆ ◆

VEHICLE SPRINGS.—It is the attention to small matters about the farm that makes the difference between success and failure. Not the least of these is the equipment of the heavy farm wagon with springs. A good pair of bolster springs will frequently save their cost on one load of fruit, vegetables or eggs, or in fact on any article spoilable by the jolt and jar of rough roads and springless wagons. They add greatly to the usefulness of any vehicle. They save repair bills—make the pulling easier, effect a saving of harness, and add to the comfort of the driver. We have often been asked: "What are the essentials of a good spring?" A heavy truck spring must be live and resilient, yet tough and durable. It must be properly constructed and tempered for its special function, that of doing heavy work slowly. It must be strong and easy-riding. For the heavy farm wagon the bolster spring is best suited to the needs of the farmer. It has all the essentials of a good spring and can be put on any standard wagon with but little trouble. A pair of bolster springs will last a lifetime and give excellent service all the while. No farmer can afford to be without them, as he can now secure first-class springs for any farm wagon at a very reasonable price. An especially good spring of the bolster type is manufactured by the Harvey Spring Company of Racine, Wisconsin, which will no doubt be glad to give you any information on springs you may desire.



FRUIT AND PRODUCE PUBLIC MARKET, INDIANAPOLIS, INDIANA



# LEADING APPLE MARKETS OF THE MIDDLE WEST

ADDRESS BY R. H. PENNINGTON, AT WESTERN JOBBERS' MEETING AT SACRAMENTO, CALIFORNIA, FEBRUARY 15, 1911

**W**ERE I to undertake to locate "The Middle West" I should say it is bounded on the west by Samuel E. Lux and T. D. Turner, on the north by Ross A. Gamble and E. P.

and in the boxes pack limbs, leaves, bark, etc., and continue to mark the box three and one-half tier extra fancy, the trade of the Middle West is likely to drift back from whence they came, to Western

are having better care, and vast improvement is being noticed in packing and grading.

Short barrels in the East have been the greatest menace that the trade has known in former years, but they have practically been eliminated and a standard barrel in the East is now absolutely known to contain three standard bushels, and the Middle West demands a full bushel box also. Western growers should take heed and get to a full bushel box before there gets to be too much prejudice against short boxes. If seven-eighths of a bushel sells for \$2 10, then at the same rate only, a full bushel would sell for \$2.25, therefore pack full bushels and get paid for a bushel instead of seven-eighths, for when we can't guarantee a full bushel the trade is hard to convince that there is even seven-eighths, and it is hard to get the relative value for what the box actually contains.

Chicago is the largest distributing apple market in the world (even larger than Evansville). Also in this Middle West there are a great many more large distributing centers, most of which are well located on trunk lines East, with excellent storage facilities and inhabited by the liveliest bunch of fruit jobbers on the American continent. These jobbers are members of the Western Fruit Jobbers' Association and are ready to co-operate with the dealers and the growers in this Western country for the advancement of the apple industry. Give us justly graded and honestly packed fruit in full bushel boxes and the future of the Western apple is assured. But the dealers and the consumers are getting



The financial rating of the Bigalow Fruit Company of Cleveland, Ohio, according to mercantile agencies, stands very high. They are members of the National League of Commission Merchants. They probably handle over 1,500 cars per year, being large handlers of apples, oranges, peaches, and in fact all kinds of fruit and produce, and as will be seen by referring to their ad in this edition, they give first-class references and represent a number of prominent associations, fruit distributors and exchanges all over the United States.

Stacy, on the east by William L. Wagner, N. G. Gibson and Charley Kerr and on the south by Sam Segari and Jac Stich. This area would, in my opinion, take in the principal consuming and distributing markets of the Middle West.

It has been only a few years since this entire section, with the possible exception of a few markets like Kansas City and other points in that immediate vicinity, looked entirely to the East for their apples. Even the short time I have been in business the growers in Western New York, Virginia and New England have always waited until the prominent buyers from Chicago, St. Louis and Evansville had looked over their orchards before they were ready to talk business. But things have changed wonderfully in the last five years. The trend is westward, and the Kansas City, Chicago, St. Louis and Evansville operator is now looking to the West for his supply of fancy apples.

Now, there is a reason. The Eastern growers had their way so long and had gotten the idea in their heads that the Middle West had to go East for their apples. The Eastern growers got so very careless and independent that the trade naturally drifted to newer and better fields in the Northwest, and the result is that within a comparatively few years the West has taken the lead in the apple industry. But to the growers in the West and the Northwest I want to say that if they continue to use short boxes,

New York. The Eastern growers are already alert to the situation, and new orchards are being planted, and orchards



INTERIOR VIEW OF MARKET HOUSE—SHERIFF STREET MARKET AND STORAGE COMPANY, CLEVELAND, OHIO





DE SOTO CREAMERY AND PRODUCE COMPANY, 69 NICOLLET STREET, NICOLLET ISLAND, MINNEAPOLIS, MINNESOTA

"Our cold storage rooms are modern, having been entirely rebuilt the past year. They have a capacity for 150 cars of apple storage, and also have the best switching facilities in the Twin Cities, as we can place seven cars on our own switch track to be loaded or unloaded, and as we are on the main tracks of the Great Northern it entitles us to the best switching service to be had anywhere."

more discriminating every season, and the public will not continue to pay their good money for poorly graded, carelessly packed fruit.

This Middle West until recently has been very loyal to the barrel as the logical standard for apple packing. The box is just getting a real substantial foothold in the Middle West, especially the southern portion of this section. Five years ago Evansville handled possibly fifty boxes of Western apples. Four years ago possibly one hundred boxes, while three years ago the entire market probably used as much as a carload. Two years ago there were possibly as many as five cars and last season as many as ten cars, while for the season

of 1910 and 1911, the present season, the market will use almost as many boxes as barrels. This shows the rapidity in which they are growing in favor in at least one market in the Middle West, and the same is true of other markets. Their popularity is also growing in the Southern markets, and we are now selling box apples daily in markets which a few years ago would not touch them.

Missouri, Arkansas, Indiana, Illinois, Kansas, Oklahoma, Indian Territory and Nebraska are known as the Ben Davis group, and there are people who yet think that the Ben Davis is a real apple. In the Middle West it is grown to a good size, and with seasonable weather has much better color than the Ben Davis from any other section. The barreled Ben Davis is very popular in the South, where they don't care what color they get, just so it is red. Illinois, Kentucky,

Virginia and several other Central States raise some excellent Winesaps, and orchards are being put out in all of these sections. Henderson County, Kentucky, in ten years will be a factor in fancy Winesaps. Virginia is known for its York Imperials, and there is no other place on earth where we can get as good Albemarle Pippins. Illinois gives us some very high quality Jonathans. These apples are mostly marketed in the Middle West markets, and mostly in barrels.

The demand for apples is growing, and we need more fruit and better fruit, and if the West will give us good stuff the Middle West and the dealers in these markets will market them intelligently and profitably to the grower, shipper and themselves.

D. CROSSLEY & SONS

Commission Merchants Apples for Export  
200-204 Franklin Street, New York

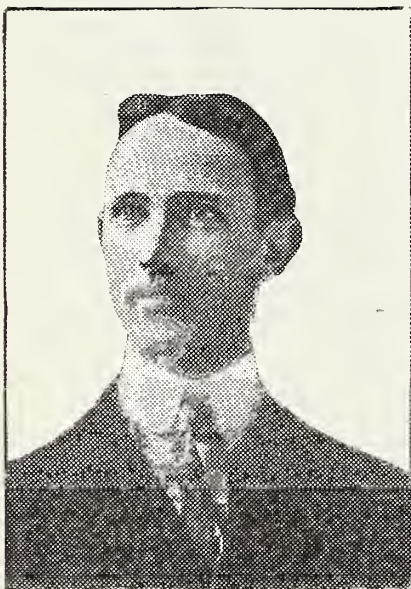
June 16, 1911.

Editor Better Fruit:

We have your favor of the 31st ult. acknowledging receipt of photo which we sent, also the few lines as to the opening of our London house. With further reference to this we would say that for several seasons past we have had the handling of the Davidson Fruit Company's pack of apples on the other side. We would also say that during the past season we were the heaviest exporters of boxed apples during the time when the highest prices were ruling on the other side. We also have the distinction of having the longest export season of any of the exporters, our shipments out of New York running from July 29, 1910, to May 10, 1911, the month of June being the only month that we did not export. While we did a much larger business in the handling of boxed apples in New York, our export business did not suffer by the increase in the New York business. We are trying to use both home and foreign markets in a way that will best serve the shippers' interests, and, in our opinion, the greatest need in the apple business is co-operation between the shipper and the receiver or distributor. While the shipper will always agree that the receiver should act with him, he does not realize that the shipper or grower can aid the receiver very materially in the marketing of his own crop by advising with the receiver and giving him full information as to time of shipments, varieties, quantity etc., so that the distributor can act more intelligently as to the markets, etc. We are strong advocates of the use of both home and foreign markets, and believe that the foreign market is bound to act as a balance wheel in the apple industry, not only for the present time, but for years to come. With this end in view, we are trying to cope with the situation as we find it.

Very truly yours,

D. CROSSLEY & SONS.



W. B. CLORE

Vice President and General Manager  
Crutchfield, Woolfolk & Clore, Chicago, Illinois  
The firm of Crutchfield, Woolfolk & Co., the parent house, is located in Pittsburgh, Pennsylvania. These two firms have a large list of connections and do a large distributing business in car lots all over the United States.



THE EVANS & TURNER COMPANY OF COLUMBUS, OHIO

Whose advertisement appears in our columns, is one of the pioneer houses of Columbus, established in 1878 and incorporated in 1909. Mr. O. M. Evans, one of the original partners, is president, and associated with him are some of his employees of years. They want Western connections on apples.





FANEUIL HALL MARKET

"Sands, Furber & Co., Inc., are located about in the center of the market, occupying stalls 88, 90 and 92, which are operated as hotel and retail supply departments. Our wholesale business is done in cellars 16 and 17, giving us the largest frontage on the street of any firm in our line of business and enabling us to back up to our own sidewalk seven loaded trucks at one time."

#### APPLE OUTLOOK GOOD IN EUROPE

**T**HE outlook for the apple business in England is very promising. The British public is gradually, though surely, recognizing the fact that the apple is no longer a luxury but a necessity, and apples are now consumed in almost every home. This is encouraging news for those who have orchards soon coming into bearing, and proves an adequate answer for those who hold pessimistic views of the future in reference to a possible stage of overproduction.

It has been a splendid Australian apple season this year and some very high prices have ruled right through, although large supplies have been coming to hand every week.

We have had an excellent Australian season ourselves, and handle all consignments by private treaty only, as we find this method of selling is the best for all parties concerned, the fruit being sold entirely on its merits. Yours faithfully, Ridley, Holding & Co., London.



#### CORRUGATED PAPER FOR PACKING

**M**AY I be permitted to offer a suggestion to the fruit grower whereby he can improve upon the carrying qualities of his apples or pears when packed in boxes and at the same time overcome having bruised fruit on the face, or pressed end? If a sheet of corrugated paper or board is placed in the box and the fruit placed on the smooth side and a sheet placed on top of the fruit, smooth side down, before nailing the top on it will overcome having bruised fruit. Corrugated paper, being soft and pliable, allows the fruit, when pressure is put on, to imbed itself to the depth of about one-eighth of an inch.

This holds the fruit in place and does not allow it to come in contact with the wood. The use of corrugated paper overcomes having black marks on pears. These marks are caused by the pears getting bruised by coming in contact with the rough surface of the wood. Last year the progressive fruit growers in the East used over two million sheets of corrugated paper for the face and pressed end of their apple barrels, as well as a large number of sheets for use in their boxes. The cost of using corrugated board in boxes is a mere trifle compared with the protection it gives to the contents of the package. If any of your readers are interested in seeing samples of corrugated paper or board I would take pleasure in sending same. Respectfully, G. P. Read, 199 Duane Street, New York.



**S**POKANE INDUSTRIAL FAIR will be held in Spokane from October 2 to 8, 1911. Premium list will be sent on request. We regret that they are offering so many premiums that "Better Fruit" has not space enough to spare to give the list. Inasmuch as the National Apple Show of Spokane will be held in some Eastern city, fruit growers in the interstate districts should show their local pride by making splendid displays of fruit at the Interstate Fair.



FRONT VIEW OF GIBSON FRUIT COMPANY'S STORE, CHICAGO, ILLINOIS

This is a characteristic scene at this store, with wagons, trucks, etc., crowded in front, some loading and some unloading. The first floor is 30x160 feet and given up to a salesroom, and there is a duplicate first floor cold storage area across an alley to the rear. Offices are on the second floor, while the third and fourth floors are devoted to cold storage, as is also the basement.



# MARKETING PROPOSITION AS AFFECTING PRODUCER

SPECIALY CONTRIBUTED TO "BETTER FRUIT"

ONE of the most difficult propositions placed before a dealer is to be asked to define clearly the relations existing between his end of the business and that of the producer. Not only is it difficult to answer a number of serious questions which come up from time to time, but the suggestions and advice given are bound to be looked upon in a different light, both from the standpoint of the writer and that of the reader, who naturally has preconceived notions of what is or what ought to be.

procuring of hired help, but who will also take care of the selling of the products of their members.

Where there is a union and the board of directors of that union has no one in its membership who can act as sales manager, then it is time for that union either to close up shop and go out of business or hire a thoroughly competent man to take care of its sales department. In fact, to sum up the entire marketing proposition, which is now the most important problem confronting the pro-

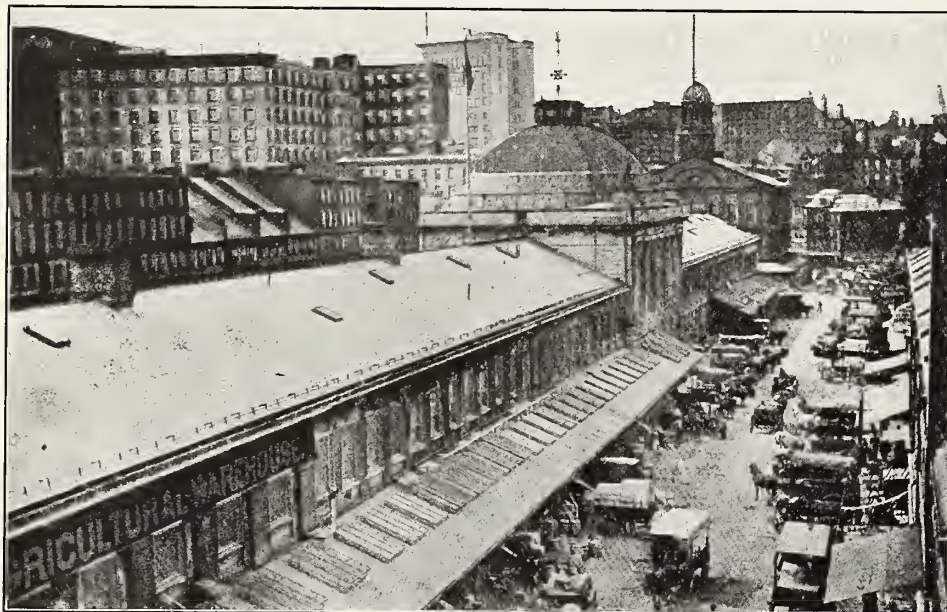
ducer, the only salvation for the farmer is the selling of his produce on a strictly f.o.b. basis, and this can only be thoroughly accomplished through the medium of the co-operative union in the different districts.

The old proverb that "In Union There is Strength," is as true today as it ever was. Therefore, the growers of every district are advised to get together—get together—form unions, form them on a strictly co-operative, honest business plan, pack your fruit to the very best of your ability, and then try to pack it better and better every year. Cater to the cash f.o.b. buyer—don't do anything to keep him out of your district, but do everything possible to get him to come year after year. Regulate your prices so that it will pay him to come, and give him a chance to make a legitimate profit. If you do that it will only be a matter of a year or two when all your crops will be sold long before they are matured, and you will indeed live in a land flowing with milk and honey.

◆ ◆ ◆

THE object of "Better Fruit" is to improve the fruit industry, to ascertain all new methods in combating fruit pests and diseases, to advance improved methods of packing and to give the fruit grower a better understanding of marketing problems, so far as we are able. With this object in view, our assistant editor visited a large number of the important fruit cities in the United States. We have asked the different fruit dealers to write articles for us explaining their marketing conditions.

Among the fruit dealers visited was Barnett Brothers, South Water Street,



MARKET DISTRICT OF BOSTON, MASSACHUSETTS, SHOWING NORTH MARKET STREET, QUINCY MARKET, AND FANIEUL HALL, SO FAMOUS IN HISTORY

The jobbing houses occupy the first floor, which is a semi-basement, and entire sidewalks. The retail markets are located in the interior of the building on the first floor, and in the second story are situated the offices and the large meeting room for the fruit trade.

Thus let us start from the very beginning. Just as long as the world continues to go around there must be someone to produce and someone to dispose of the products, for it is practically impossible for the producer to keep in continuous touch with the consuming public by direct connections. For this reason the commission merchant has become an important factor, distributing and selling fruits and other produce for the benefit of his clients, the producers.

However, within the last few years there has come quite a change over the methods of doing business—a great many districts throughout the United States pooling their crops on a co-operative basis and appointing sales agents, or selling their crops strictly to buyers from the larger markets on an f.o.b. basis. The last mentioned method of disposing of large crops is absolutely the only sane and sensible way of marketing the products, and this can only be accomplished by organizing unions throughout the producing sections. The well managed and honestly conducted union is the solution of the marketing problem. Of course, when referring to unions we mean the unions that not only take care of the packing and the multitude of other details, such as supplies and the



F. J. POMEROY LOOKING OVER HIS STOCK

The F. J. Pomeroy Company, 84 Detroit Street, Milwaukee, Wisconsin, is one of the firms of that city doing a large business, particularly in barrel apples, handling about two hundred cars of barrels from Western New York, and making a specialty of their own pack. It is their claim to give the trade a square deal in every way and in order to carry out their aim they state that they prefer to do their own packing. The firm is also engaged in the exporting business to foreign markets, with large trade throughout the central West, but more important than this to the readers of "Better Fruit," as the bulk of our subscription list is west of the Mississippi River, is the desire on the part of F. J. Pomeroy Company to make connections with box apple producers of the Northwest and also the central states. They apologize for the appearance of the cut, as the photograph was taken in one of their cooling rooms by flashlight and was snapped unawares. They are anxious to make connections in the Northwest and will be pleased to receive correspondence, and state that it will be a pleasure for them to give full information regarding their system of doing business to anyone who would be interested in seeking a market.





SCENE SHOWING WHERE FRUIT, PRODUCE, ETC., IS UNLOADED ON THE MISSISSIPPI LEVEE AT ST. LOUIS, MISSOURI

Chicago, Illinois. Their establishment is one of the large ones in the Chicago market, and the space devoted to handling and selling fruit considerably larger than that of many other firms. They occupy two large stores, which enables them to dispose of an immense volume of shipments. They claim they have a dozen wagons continually hauling less than carload consignments, arriving daily. In addition to this they also do a large carload business, which is handled with ease and in a way which gives evidence of a thorough organization and up-to-date business methods. Their salesmen are energetic, intelligent and excellent judges of fruits and vegetables. Barnett Brothers are doing an extensive business not only with the city trade but with the country trade as well, and it is a well known fact that the country trade is very valuable to large fruit dealers as distributors. A firm with a good out-of-town trade can make shipments to outside points to splendid advantage when local conditions are suffering from oversupply.

This firm invites correspondence and will be glad to have anyone interested in establishing connections for marketing Western fruits write them in order that they may enter into correspondence and fully explain their system and methods for handling fruit so as to get proper results. Their statement is that they are one of the firms that have aimed to hold trade secured not by promises, but by deeds. The Continental Commercial National Bank of Chicago is the banking house of Barnett Brothers, and a letter addressed to that bank will bring any grower or dealer any additional information they may desire regarding Barnett Brothers.



**T**HERE are many ways for a fruit grower to dispose of his crop. He can market through a local association, sell it to some local dealer, sell it to some Eastern buyer, ship it on commission, dispose of it on guarantee advance or he can ship to be sold at auction imme-

diately. Another method of disposing of fruit is through exchanges or distributors. Of these there are two classes, one the incorporated company, conducted the same as any other line of business to a great extent, and the other style is through exchanges or distributing associations, which are run on the co-operative plan, many of the stockholders and directors being fruit growers. Local associations are sometimes banded together as district associations, which is another means of disposing of your fruit crop. Your association can dispose of your fruit on the f.o.b. basis, consignment or on guarantee account. A part of your fruit crop can be sold for immediate delivery and part you can place in cold storage at "in transit" points for future sale.

We have endeavored as far as possible, in the July issue, to present the views of fruit dealers on the various methods of selling fruit and to have them express

their opinions about the fruit industry in general. The August edition will present the views of the fruit growers as far as we are able to obtain them in the limited time before going to press. We believe a better condition will result when the fruit growers read the dealers' edition in July and the fruit dealers read the growers' number in August. "Better Fruit" has seen fit to produce two editions in succession which, in many instances, may be in direct opposition, but as a result of which, we trust, will spring up harmony of action along substantial lines that will benefit both the fruit grower and the dealer.

This year probably more experiments will be tried in the marketing of fruit than in any previous year of the business of the Northwest; more plans will be tried, and the results, of course, remain to be seen. We believe the July, August and September numbers will give so much valuable information in connection with the marketing and selling of fruit that the many plans of marketing advanced will furnish such information that the final result will be some harmonious plan of selling and distributing fruit by which both the grower and the dealer will profit in succeeding seasons. It is only by the careful weighing of many ideas that the "greatest good to the greatest number" can become an accomplished fact.

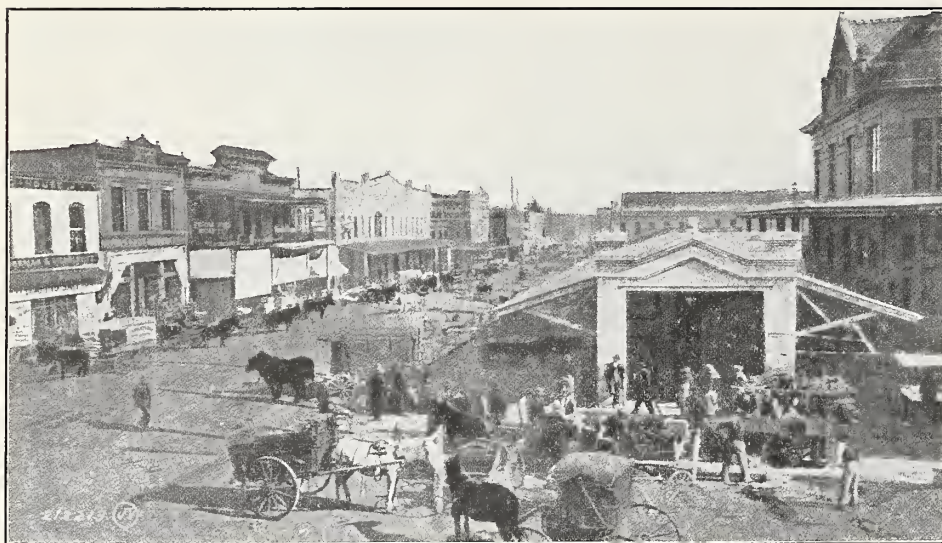


**P**RACTICALLY all of the articles in this edition are written by Eastern fruit dealers, giving their individual views on the different marketing and selling plans. Most of them have advertisements in this edition, giving their postoffice addresses, and will be pleased to receive correspondence from association managers or others who are seeking opportunities for their output. The association number of "Better Fruit" will be the September edition, in which we will endeavor to furnish as complete information as possible along fruit shipping and



ON THE LEVEE AT MEMPHIS, TENNESSEE, DURING THE COTTON SHIPPING SEASON  
FRUIT IS HANDLED AT THIS PLACE DURING THE FRUIT SEASON





THE MARKET HOUSE, IN THE FRUIT AND PRODUCE SECTION OF HOUSTON, TEXAS

market lines through articles written by officers of the different associations and by others who have been prominent in shipping the output of fruit from the Northwest.

In the September number we shall try and give some advance statistics with reference to the number of carloads of each kind of fruit already shipped by the associations, the number of carloads already shipped outside of the associations and the number of carloads of each kind of fruit which the associations expect to market during the balance of the year as well as the number of carloads of different kinds of fruit that will be shipped from different districts outside the associations. We realize in advance that it is early to supply definite data along these lines, but we are giving the different districts an opportunity to express their views for the benefit of themselves and the fruit dealers.

In the September issue we expect to have the matter condensed so that we can give a very reliable estimate of the



FRUIT AND PRODUCE SECTION, LOUISVILLE, KENTUCKY



LEXINGTON PUBLIC MARKET, BALTIMORE, MARYLAND

number of carloads of apples that will be marketed from each district and each state during 1911. These two numbers ought to be very interesting to both the fruit grower and the fruit dealer. The better the fruit dealer and the fruit grower become acquainted the more satisfactory their exchange of information will be, consequently better results will follow for both.

**M**R. FRUIT DEALER, if you want Northwestern fruit to sell there is no question about the advisability of your advertising in "Better Fruit"—it will get you results. We know this from fruit dealers who have advertised with us for five years, and who have increased their space regularly. It will get you results because we have an immense subscription list in the Northwest and quite a good list of subscriptions of fruit growers throughout the Middle West and Eastern States. All these people are

looking for markets. By advertising you will get in touch with them through correspondence; this will bring you the business. The July edition is 15,000 copies. We publish 14,120 copies regularly every month, and we can furnish sworn statements as to this number from ourselves and from our printer. "Better Fruit" is exclusively a fruit paper, and, therefore, it has no waste circulation as affecting your business. No man or firm buying in car lots can fail to get results from their advertising in "Better Fruit" if they give the correspondence proper attention, and we would suggest there is no better way of supplementing this advertising and correspondence than by personal visits to become acquainted with the fruit growers, and to learn what the different districts in the Northwest have to sell.

Editor Better Fruit:

I thank you for the copies of the January, February, March and April issues of your publication. There is no question about the value of the work you are doing for the fruit industry in the Northwest. With kind regards, and wishing you continued success, I am, yours very truly, A. M. Cleland, St. Paul, Minnesota.





SMALL CORNER OF SALESROOM, J. & G. LIPPMAN, INC., SHOWING MR. LIPPMAN TREASURER OF THE COMPANY

Mr. Lippman (marked A) has control of the sales and gives each detail of the department his personal supervision. Thus with officials of the company overlooking each department personally, the interests of shippers are securely safeguarded. Those marked B are the regular salesmen of this concern.

**S**PEAKING OF WEALTH, Pittsburg, Pennsylvania, has more than any city of its size in the world. It is the second city in the United States in banking capital and surplus. It has a jobbing market serving ten million people, and doing an annual business of \$1,000,000,000. The annual payroll of Pittsburg's manufacturing establishments is \$500,000,000, having five thousand manufacturing plants, employing three hundred and fifty thousand operatives, and the amount of capital invested in these work shops is in excess of \$1,000,000,000. Western Pennsylvania does not produce any fruits or vegetables worthy of mention.

The above facts should be of interest to Northwestern fruit growers. Crutchfield & Woolfolk, Pittsburg, Pennsylvania, are, and have been for years, the leading factors in Western box apples and Northwestern deciduous fruits. They occupy a commanding position in the Pittsburg district, and their trade also extends to all parts of the country. They own a large, well equipped and splendidly located store room in the heart of the Pittsburg produce district.



**O**NE of the largest concerns in the country is E. P. Stacy & Sons, of Minneapolis, Minnesota. Besides doing business in Minneapolis and St. Paul under the firm name of E. P. Stacy & Sons, they have twelve associated houses as follows: Stacy Fruit Company, Fargo, North Dakota; Stacy Mercantile Company, Valley City, North Dakota; Stacy Fruit Company, Bismarck, North Dakota; Stacy Fruit Company, Carrington, North Dakota; E. P. Stacy Fruit Company, Watertown, South Dakota; E. P. Stacy & Sons Company, Mason City,

Iowa; Stacy Fruit and Produce Company, Albert Lea, Minnesota; Stacy Bros. Fruit Company, Lincoln, Nebraska; Davidson Bros. Company, Des Moines, Iowa; Davidson Bros. Company, Fort Dodge, Iowa; Davidson Bros. Company, Marshalltown, Iowa; Davidson Bros. Company, Moberly, Missouri. The Twin Cities are large consumers of fruit and

E. P. Stacy & Sons supply a large territory with fruit, not only in the entire state of Minnesota, but in North Dakota, South Dakota, Iowa, Missouri and Nebraska. The list of branch houses indicate the immense business done by this firm.



**A**S a fruit enthusiast Mr. Clinton L. Oliver of Denver, Colorado, holds a peculiarly distinctive position, and is doing excellent work for the fruit grower in many ways, particularly in the Colorado section. He was first manager of the National Apple Show held at Denver and afterwards became one of the editors of the Intermountain Fruit Journal, one of the nicest papers which comes to the editor's desk. It is gotten up beautifully typographically, giving lots of practical information relative to the district in which it circulates. In addition to his other duties, Mr. Oliver has accepted the position as secretary of the American Apple Congress and is now working hard to hold the National Apple Show in connection with the American Apple Congress meeting during the coming year. He has done much in a publicity way and therefore deserves the thanks of people connected with the fruit industry, for the main compensation in publicity work consists in glory and not in dollars and cents.



*Editor Better Fruit:*

Apropos your article entitled "A Prominent Northwestern Fruit Grower," page 73 in your May issue, it may perhaps interest you to know that the records in prices obtained for the Hillcrest Orchard's brand of pears in London are held by ourselves, we having obtained 20 shillings (\$4.80) per half box for a car of 800 half boxes in October last, which was a repetition of our achievement of two years ago. We may also add that in September last we made a record price for Hudson River Bartlett pears, realizing 50 shillings (\$12.00) per barrel. Yours faithfully, W. Dennis & Sons, Ltd., London, England.



GENERAL SALESROOM, GIBSON FRUIT COMPANY'S STORE, CHICAGO, ILLINOIS

This is one of the largest stores in the West South Water Street market. The high ceiling of the room affords opportunity for excellent displays of fruits, and some of the most artistic arrangements of Western fruit ever shown in Chicago have been arranged here. This picture was taken June 21, after the heavy box apple deal was over.



# BETTER FRUIT

HOOD RIVER, OREGON

OFFICIAL ORGAN OF  
THE NORTHWEST FRUIT GROWERS' ASSOCIATION  
A MONTHLY ILLUSTRATED MAGAZINE  
PUBLISHED IN THE INTEREST OF MODERN  
FRUIT GROWING AND MARKETING

ALL COMMUNICATIONS SHOULD BE ADDRESSED AND  
REMITTANCES MADE PAYABLE TO

Better Fruit Publishing Company

E. H. SHEPARD

EDITOR AND PUBLISHER

C. R. GREISEN, *Assistant Editor*

H. E. VAN DEMAN, *Contributing Editor*

STATE ASSOCIATE EDITORS

OREGON

A. B. CORDLEY, *Entomologist*, Corvallis

C. I. LEWIS, *Horticulturist*, Corvallis

P. J. O'GARA, *Pathologist and Entomologist*,  
Medford

WASHINGTON

W. S. THORNBURG, *Horticulturist*, Pullman

A. L. MELANDER, *Horticulturist*, Pullman

COLORADO

C. P. GILLETTE, *Director and Entomologist*,  
Fort Collins

E. B. HOUSE, *Chief of Department of Civil and  
Irrigation Engineering*, State Agricultural  
College, Fort Collins

E. P. TAYLOR, *Horticulturist*, Grand Junction

IDAHO

W. H. WICKS, *Horticulturist*, Moscow

UTAH

DR. E. D. BALL, *Director and Entomologist*, Logan

LEON D. BATCHELOR, *Horticulturist*, Logan

MONTANA

O. B. WHIPPLE, *Horticulturist*, Bozeman

CALIFORNIA

C. W. WOODWORTH, *Entomologist*, Berkeley

W. H. VOLCK, *Entomologist*, Watsonville

BRITISH COLUMBIA

R. M. WINSLOW, *Provincial Horticulturist*, Victoria

SUBSCRIPTION PRICE \$1.00 PER YEAR

IN ADVANCE, IN UNITED STATES AND CANADA

FOREIGN SUBSCRIPTIONS, Including Postage, \$1.50

ADVERTISING RATES ON APPLICATION

Entered as second-class matter December 27, 1906,  
at the Post Office at Hood River, Oregon,  
under Act of Congress of March 3, 1879.

**THE DEALERS' EDITION OF "BETTER FRUIT."**—This number (July) is devoted exclusively to the fruit dealers, shippers, commission men and buyers in the United States. It is a special edition and contains nothing about growers' methods or orcharding in any way. The object is to present the dealers' point of view. We have extended a general invitation to the prominent dealers in about fifty large cities of the United States, and some in Europe, to write short articles for this edition, commenting upon marketing problems, that is, the selling of fruit. We have requested them to criticise the pack where faulty, to complain of grading when not properly done, to suggest and explain the selling of fruit in various cities in an intelligent way, with a view to bettering the fruit industry in general.

Our belief is that the grower should thoroughly understand the marketing requirements; if the grade is off he ought to be told, if the quality is not up to the standard he should be advised, if the pack is poor he should be notified. We believe an expression of opinion from the prominent fruit dealers of large cities in the United States should result in raising the standard and quality of the fruit shipped from the orchard. If this edition be instrumental in accomplishing this, even to a small extent, a step has been taken in the right direction. If the fruit dealer, jobber, commission man or seller is intelligently supplied with quality fruit in

accordance with market requirements it seems that it is reasonable to expect that he will obtain better prices, and consequently make more money. If the dealer can get better prices it cannot help but benefit the grower, but the grower and shipper must understand all these features to know what to ship, how to ship, when to ship and where to ship.

A great many of the firms we have invited to furnish articles have complied. A few requests have not been complied with at this writing, but as it is ten days before we go to press it is our sincere hope that every dealer invited to contribute an article to "Better Fruit" will have done so. Those who have been asked to contribute and have failed to do so, or have failed to get their copy to our office before we go to press, will be given the privilege of writing an article for the August edition, or if their article has been written and received too late for publication in July it will appear in the August number of "Better Fruit."

## Mr. Fruit Dealer:

The July edition is a sample copy of "Better Fruit." While most of the articles in the different editions, as a rule, refer to fruit growers' methods, you will find considerable reading matter that will be valuable to fruit dealers in the United States, and we do not hesitate to say that every fruit dealer should subscribe to "Better Fruit." Over 200 fruit dealers are already on our list, and some esteem "Better Fruit" so highly that to insure being able to read it thoroughly they request that it be mailed them at their home address instead of to their office. We want every fruit dealer to subscribe, and our aim will be to furnish you with reliable information which will be of benefit to you, and whatever helps the fruit dealer to dispose of the fruit crop to better advantage helps the fruit grower just the same.

**THE** editor of "Better Fruit" was invited to address the International Apple Shippers' Association at Niagara Falls in 1910 and the Western Fruit Jobbers' meeting at Sacramento in 1911, on both occasions receiving a cordial reception, for which he extends his sincere thanks. It is the belief of "Better Fruit" that the fruit grower ought to be more or less familiar with the different markets, and that fruit dealers ought to understand and be posted on the different varieties, grades and qualities of fruit grown in different sections of the country in order to get the best results for both; and we further believe that honesty is the best policy on the part of both the grower and the dealer. Crop reports from all sections should be reliable. Underestimating and overestimating can-

not help but result in evil one way or another sooner or later. It is a mistake to exaggerate the crop for the purpose of depressing prices, and it affords the writer great pleasure to say that it was with great satisfaction that he heard Mr. C. P. Rothwell, late secretary of the International Apple Shippers' Association, a man whom all admired, argue in a most convincing way for a crop report on New York State in the year 1910 to be put down at eighty per cent when some members argued for one hundred per cent. We felt at the time that Mr. Rothwell was absolutely sincere in his opinion, as was evidenced by the crop marketed.

Some sections, in their line of promotion work, have adopted a policy of talking of thousands of carloads in advance of the season for the purpose of booming their district. This is certainly a mistake on the part of any fruit growing section. In the first place it has an unjustly depressing influence on market prices, and, secondly, when the crop is harvested the result is like a big boomerang.

◆ ◆ ◆

**EDITORIAL** "Better Fruit" has urged, and the editor publicly, privately and by correspondence, a better acquaintance between grower and dealer, and we are pleased to say that more dealers are covering the fruit producing sections now than ever before in the history of the business. We believe the results would be beneficial to both the selling end and the growing end of the fruit industry. The dealer will become more familiar with the products of each particular section, which will be to his interest and, we might add, at the same time to that of the grower. The grower will become better acquainted with the dealer and learn what kind of a man he is. No one can deny that it is easier and more satisfactory to do business with a man you personally know than with a man whom you have never seen.

It has been our aim to get advertising from the principal fruit dealers in the large cities of the United States in order that the grower might, by correspondence and otherwise, become better acquainted with the different firms in the different cities for the mutual interest of both. We have asked for photographs of the stores of different concerns advertising in this issue, or photographs of one of their members, with a description of their business. We have endeavored to secure photographs of all public fruit markets, scenes in auction markets and scenes in the principal produce streets in every large city. In addition to this, we have secured scenes from Covent Garden Market, London, England, and fruit market scenes in Liverpool, Glasgow and London. We also show in this edition the fruit docks at Hamburg, Germany, as well as the interior display room for fruit inspection before the auction takes place, and the immense building in which the produce dealers have their offices.

Continued on page 59.



# A TALK

*to Mr. Commission Man or Apple Buyer and Seller  
Apple Growers that Are, and  
Apple Growers that Will Be*

We have worked like beavers at Hood River to gain two ends. To raise the finest quality of fruit at the lowest possible cost, and to realize for these apples a legitimate profit consistent with our efforts and quality.

In doing this we have made an enviable reputation. All over the apple-eating world we are known as the growers of the finest quality Spitzenbergs and Yellow Newtowns. At home here in the West we are taken as the standard—our teachings are followed and our results striven for. We are known as the most scientific producers of apples of quality. Hood River is the place where all fruit growers may learn.

What does this dual reputation mean to the man who intends to grow apples or the man who sells apples? It means our reputation has been won on quality fruit that is honestly packed and guaranteed. The seller puts the Hood River product before a discriminating public at a fair profit and pleases that public. That means continued trade in a staple high class article every year. It means a contented trade that finds every apple and every part of the apple as it should be—as it is guaranteed. It means a pleased consumer.

The apple grower can ask for no more than to grow fruit with the stamp of quality upon it, that goes to the pleased consumer, who returns every year and demands Hood River apples. This assures a continued sale at good prices.

This gives a legitimate profit for your investment and labor.

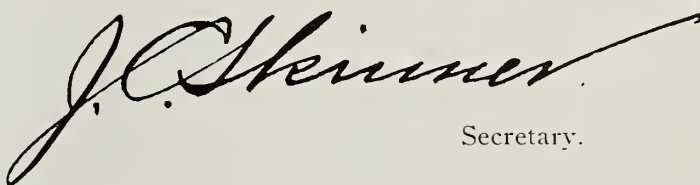
Besides all this, you will enjoy the greatest scenic beauty found in any fruit district—a climate that is good for your trees as well as pleasing to you—and neighbors, fellow fruit growers, who are cultured, refined and intelligent.

Your work will give you health, appetite and muscle. Your children will have excellent schools to attend—will become men and women of intelligence and strength. It is the ideal life, combined with the practical, making life worth living.

A conservative, progressive community, through their Commercial Club, is telling you plain, uncolored facts in an honest manner. We only want progressives at Hood River, who do not want profits without work. We are in the business of growing apples, superior quality apples, for all time to come. For these apples we want to keep a fair profit for ourselves, give the seller his legitimate reward for his labors, placing the apples before the consumer and allowing him to enjoy the fruits of our labor at a fair price.

We ask you, the Seller, to investigate—it means money to you. We ask you, “Mr. Apple Grower to be,” to investigate—it means more money to you, and also it means happiness, contentment and life.

## Hood River Commercial Club



Secretary.

P. S.—We will tell you more about it if you will drop us a line.



## *To the Jobbing Trade:*

We cordially invite correspondence from all high class fruit jobbers relative to supplying their trade the coming season with the finest apples grown on earth. Our brilliant red *Spitzenbergs* for early *winter* trade and our beautiful *Yellow Newtown Pippins* for the *spring* trade are the two ideals of the Apple World, and for flavor, beauty and keeping qualities they are not equalled. Buy goods of *quality* and your trade will appreciate the same. Write

*Hood River Apple Growers' Union*

HOOD RIVER, OREGON

## The Hood River Standard Nursery Co.

HOOD RIVER, OREGON

Offer for delivery for the fall of 1911 and spring of 1912  
an exceptionally fine line of

Gravenstein	Spitzenberg	Yellow Newtown
Ortley	Baldwin	Rome Beauty
Delicious	Jonathan	Winesap

AND MANY OTHER VARIETIES

Our trees are tall, straight one-year-old top on three-year-old root, propagated from selected trees in the most celebrated orchards of this famous valley

Write for Catalog and Price List



Continued from page 56.

The idea of this edition is original in conception and execution, and we believe it will do much in the way of giving the fruit shippers an intelligent understanding of nearly all the different markets in the larger cities of the United States.

We believe this edition will be instrumental in enabling the fruit grower to meet the requirements better in the future than he has been able to do in the past, and we believe the result will be that the dealer will be able to sell the fruit at better prices, making a better profit, and as a consequence the grower will get a better price for his fruit. The editor has many personal friends, whom he esteems highly, among fruit dealers in the United States, but realized that this edition was a task too large to be accomplished by correspondence in the short time allowed to get out the July edition.



**M**ORE special editions have been published by "Better Fruit" than any other fruit growers' paper in the United States, and ours have actually been special editions, not general editions with a special title. "Better Fruit" has published more original editions than any other journal of its kind in America. Among some of our special editions, devoted exclusively to one subject, are the following: Packing, Spraying, Walnut Culture, Orchard Heating, Floral Culture, Irrigation, Pear and Grape, Peach and Cherry. Each one of these editions has been more thorough on its particular subject than any special issued by any other publication, and most of them have been original in conception and execution. While we regret that others have copied our methods, still we must consider it as a compliment to



AUCTION SCENE ON THE SECOND FLOOR OF THE ERIE DOCK, NEW YORK, SHOWING THE AUCTIONEER'S AS WELL AS THE RECORDERS' DESKS

"Better Fruit" that they have done so. It is better to copy something good than to originate something worthless.

"Better Fruit" is the only fruit growers' publication west of the Mississippi River that has the nerve and can afford the expense of sending a special representative on a trip throughout the entire East annually. Last year the editor of "Better Fruit" visited some forty-five of the principal marketing centers of the East and Middle West and the assistant editor covered about the same number.

This year the assistant editor is just completing a very thorough trip, covering some fifty-three cities.



EMPTYING THE PALMER BUCKET INTO THE FIELD BOX WITHOUT BRUISING A SINGLE APPLE

The greatest invention of the age for emptying fruit from the bucket into the field box without bruising the fruit. For further particulars, see elsewhere in this edition, or write to the Palmer Bucket Company, Hood River, Oregon.



EXTERIOR VIEW OF ERIE DOCK, NEW YORK, SHOWING WAGONS OF FRUIT DEALERS READY TO TAKE AWAY THE FRUIT THAT HAS BEEN BOUGHT AT AUCTION



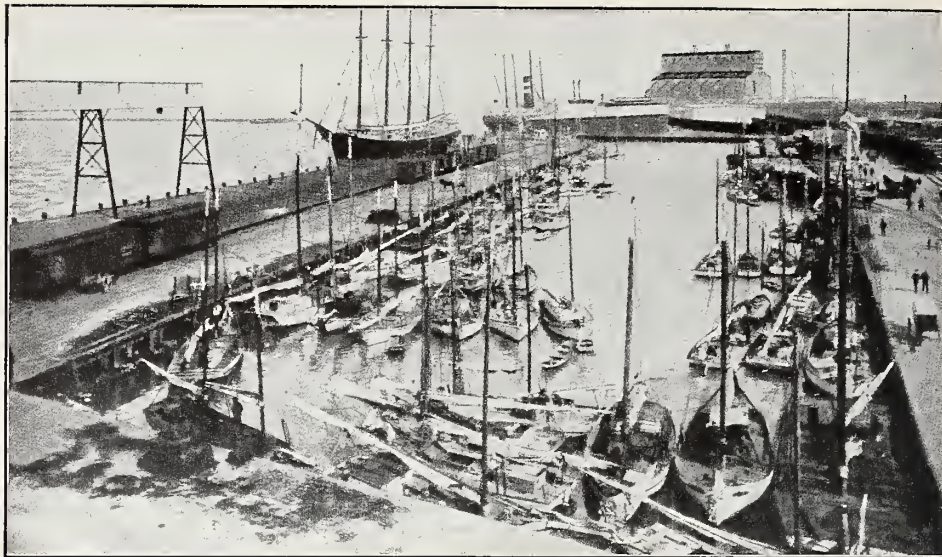


WE believe the July edition of "Better Fruit" will be far more interesting, instructing and valuable than we anticipated it would be when we began. Our last forms are being closed, and we want to say that we have advertising from about eighty-five firms in Eastern, Middle West and Southern cities, and about fifteen in Western cities, and we believe we have got some mighty good dealers represented in the advertisements in this issue.

The editorial staff has written no articles for this issue except the editorials. It is our idea to give the dealers full swing to present the problems in marketing fruit that confront them, and I believe these articles about the marketing of fruit and the descriptions of different firms will be not only interesting, but valuable information for every fruit grower, shipper and association in the Northwest. In order that their ideas might be presented from their own point of view we have not added to or taken from any article, or made any changes.

The illustrations in this issue, the Dealers' Edition of "Better Fruit," we believe will present scenes and views that not one fruit grower in a thousand has ever seen. The illustrations in this edition alone are worth the price of a year's subscription to "Better Fruit."

Some articles, some scenes and some advertisements arrived too late to be included in this issue. It was an immense undertaking, and the cost of production of this issue is about \$5,000. The work was so great that we are delayed in getting out the edition, for which we apologize. Fruit scenes and articles about



PUBLIC MARKET OF GALVESTON, TEXAS

The best harbor in Texas, showing one of the most peculiar public market scenes of any city in the United States. Fruit and produce are placed on small boats, which are known as the mosquito fleet, and sold from the decks to the public. This is probably the strangest scene showing the disposition of fruit appearing in this edition. Texas is a large consuming market of all kinds of fruits. M. S. Ujffy is one of the largest handlers of Western apples in this city.

marketing problems that arrived too late for the July edition will appear in the August edition.

The Northwest, at the present time, is producing a large amount of fruit. It is certainly a great fruit country. Its output will increase steadily, and will be a more important factor in the fruit trade in a few years than is generally realized.

The fruit growers of the Northwest want to get acquainted with the fruit dealers of the East, and we invite you to come and visit us.

WE will be pleased to receive from all sources letters of comment on this edition, and will publish in the next issue as many as our space will permit.

The object of presenting this edition is to bring about a better understanding and better acquaintance between the fruit dealer, the commission man, the fruit jobber and the fruit operator with the fruit growers of the Northwest, the associations and the shippers.



VIEW OF THE ERIE DOCK, NEW YORK CITY

As shown here, sections are provided all the way through the building, and whatever fruit is put in a certain section, the number is recorded on the auction sheets, and if any buyer after looking over the fruit decides to buy a certain kind, he marks the number of the section on the auction sheet from which he is going to bid.



N. G. GIBSON

Of the Gibson Fruit Company, 69 West South Water Street, Chicago, Illinois.

The Gibson Fruit Company handles the output of Wenatchee Fruit Growers' Association, Wenatchee, Washington, and immense quantities from other districts, amounting to something over 1,200 cars during the season. Although a very quiet and rather reserved man, still Mr. Gibson is not only popular, but well liked, with an extensive acquaintance with the trade and fruit dealers.





FANEUIL HALL MARKET, BOSTON, MASSACHUSETTS, SHOWING SURROUNDING STREETS, WHICH ARE ALSO FRUIT AND PRODUCE STREETS

THE prominent New York firm, Robert T. Cochran & Co., 290 Washington Street, a member of the International Apple Shippers' Association, has been in business for sixteen years, and is not only popular, but well spoken of by everybody. This firm does an immense business, probably handling over fifteen hundred cars of fruit and produce per year, dealing largely in apples, peaches, deciduous and citrus fruits, also vegetables. Like a good many other firms represented in "Better Fruit," they are progressive people and wish to extend

their business, and desire to get in communication with associations, fruit shippers and fruit growers who put up quality of fruit and guarantee their grade. For such people Robert T. Cochran & Co. are satisfied that they can show splendid results, and invite correspondence with anyone desiring to market fruit in New York City.

THE International Apple Shippers' Association will hold their annual session at Detroit early in August. Every dealer interested in the apple business

ought to attend this meeting, and growers can get much valuable information also by attending. For further particulars, requirements for membership, etc., write the secretary, Mr. R. G. Philips, Rochester, New York.

◆ ◆ ◆

The great problem before the fruit grower today is distribution and selling, and we urge every advertiser in this issue as well as others who are interested and expect to be interested in handling fruit from the Northwest, to visit this country and get acquainted with our people. Acquaintance goes a long way in helping a man get business.

◆ ◆ ◆

*Editor Better Fruit:*

Herewith please find one dollar as a continuation of our subscription to your publication. We do not feel as though we could do without it. If you have missed sending us the May number please send it, as we want a continuous file. Consider that you are publishing the "best magazine" pertaining to the cultivation of the fruit industry. Yours very truly, Earl Fruit Company, Newcastle, California.



R. S. FRENCH

Business Manager National League of Commission Merchants of the United States.

Mr. French was elected to this office in January. His long traffic experience particularly qualifies him for this important office, and the wisdom of his selection as the guiding hand of the league's affairs has been demonstrated in the important development of the interests of the league members along all lines. The league now has a membership of 387 of the most reliable and responsible commission merchants, located in twenty-eight of the leading markets of the United States.

## WANTED

Position by young man as orchard manager. Several years experience in handling commercial orchards. Best references.

Address C. L. G., care Better Fruit Publishing Co., Hood River, Oregon.

### RELIEF VALVE? WHAT RELIEF VALVE? THE "Crown" Relief Valve

Watch this space each month

Crown Specialty Company

P. O. Box 297

CHICAGO, ILLINOIS



LEXINGTON MARKET, BALTIMORE, MARYLAND, ONE OF THE GREATEST PUBLIC MARKETS IN THE UNITED STATES, WHERE THE GROWERS SELL THEIR PRODUCE TUESDAYS, FRIDAYS AND SATURDAYS OF EACH WEEK

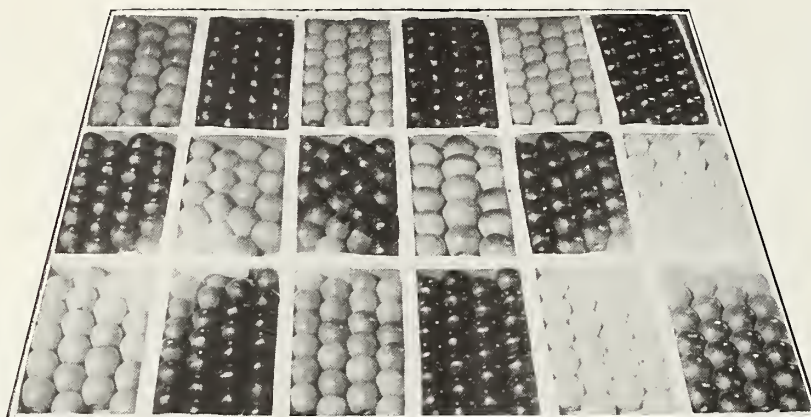


# HOOD RIVER APPLES

Are justly famous, not only for perfection in size, shape and color, but also for the great final test of

## Flavor

In comparison to which all other quality tests sink into insignificance.



Hood River Apples are grown in a mountainous district, where the snow fall is heavy and there is enough of winter weather to develop the maximum of flavor, as well as the highest degree of beauty.

We can ship in the fall at picking time, or hold until such time as needed. Apples not shipped early are held in our storage plant in fresh, pure, cold air until they are wanted, when they are packed in clean, new, non-odorous boxes for shipment. This insures in late shipments the same high qualities as in the early shipments, fresh pack and perfect fruit, and all the delicious flavor of the apple.

Will make early quotations on carloads, and solicit your business.

## DAVIDSON FRUIT CO., Hood River, Oregon

**A BUSY PLACE.**—The B. Presley Company is the oldest wholesale fruit and commission firm in Minnesota. It received the first carloads of California fruit, strawberries and bananas sold in the St. Paul market. It was a pioneer at the beginning and is a pioneer still, blazing the way for others to follow. This firm is by far the largest receiver of deciduous and citrus fruits in St. Paul, its Pacific Coast receipts alone last year exceeded five hundred carloads. There is no better market for Coast products than St. Paul, and no better house in St. Paul than the B. Presley Company. Mr. Shipper, you cannot afford to overlook the St. Paul market, and when using it you cannot afford to overlook the B.

Presley Company. Let them hear from you, whatever you have to offer.



The Western Pacific Railway Company has taken active measures to help the territory that is tributary to their line. Their spirit shows a broad comprehension of the development of the country and indicates that the welfare of the railroad depends on the welfare of the territory tributary to their road. Their road runs through some of the best fruit sections in California, to the north of the state, and in their desire to help the fruit growing sections along their road they have paid for one hundred subscriptions to "Better Fruit" to be sent to fruit

growers in the different fruit sections along their line. This certainly looks like progressiveness to us.



CARL W. KIMBALL

Member of the firm of C. H. & C. W. Kimball, large handlers of fruits and vegetables in New York City, was elected to the office of president of the National League of Commission Merchants at the nineteenth annual convention, held in Minneapolis January, 1911. Mr. Kimball advanced to this position from the vice-presidency, which he held in 1910, and is taking the most active interest in all league affairs.

## PROTECTION FOR SHIPPERS



Shipping Associations and individual growers find safety and sincere cooperation in 28 principal distributing markets of the U. S. by dealing with members of

### National League of Commission Merchants

387 Merchant Members whose financial responsibility, personal integrity and moral standing, commend them to shippers everywhere.

#### FREE DIRECTORY

Membership List, copies of the League Bulletin and any specific information sent promptly on request. Address.

R. S. FRENCH, Business Mgr., NO. 204 FRANKLIN STREET, NEW YORK.



## COLUMBUS, OHIO, A STEADY MARKET

ONE of the best markets in the Central West, with a location excelled by none, and with railroads and cold storage plants of the very highest reputation, is Columbus, Ohio. Situated in Central Ohio, with a vast surrounding territory to supply, the Columbus jobbing houses draw no line, but reach everywhere in distribution of perishable products. The coming year in Columbus should see the usual increase in consumption of Northwestern fruits, especially peaches and apples. A certain outlet is always available for Bartlett pears, and conditions will govern the outlet on plums and prunes.

Prospects for light crops of peaches in the South means that Western peaches will be in demand all season. Always a demand for fancy Bartlett pears, and with the information at hand that the Eastern crop is being injured prospects look good for Western shipments. Trees are full of plums, and unless there is a considerable shrinkage before maturity there will only be a demand for fancy varieties from the West. The Western box apples have a recognized place in this market, and even with a heavy crop throughout the East a considerable quantity will be wanted for storage purposes. Respectfully, The Evans & Turner Company.



WITH the year 1911 Barnett Bros., 159 South Water Street, Chicago, Illinois, has entered on its forty-fifth year of business in the Chicago market. This record signifies stability and success. We have not, however, grown old, nor have we become fossilized, but on the contrary have overcome and cast aside those obstacles which stand in the way of a beginner. For ourselves we have preserved the best, most enduring and most satisfying elements. Our establishment is conducted by young, but tempered blood; we have the best that money can obtain in the field of salesmanship; our location, size of build-



PRIVATE OFFICE OF M. WESLOSKY

Vice President J. &amp; G. Lippman, Inc.

Mr. Weslosky looks after the correspondence and has charge of the inner affairs, etc., of the firm



CENTRE MARKET, WASHINGTON, D. C., ONE OF THE FINEST RETAIL FRUIT AND PRODUCE MARKETS IN THE UNITED STATES

ing, equipment and general facilities are unsurpassed. Our trade is a most extensive and, above all, a steady one; we cater to the best. A visit to our place of business, when you are in Chicago, will convince you of all we have said, and we welcome you most sincerely. In the meantime we ask you to write to any reputable commission merchant in the United States or Canada, to any of the railroad or express companies centering in Chicago, to any of the commercial agencies or to the Continental Commercial National Bank of Chicago. From any of these sources you can obtain information regarding us. Wm. L. Loeffel, president.



## Editor Better Fruit:

I wish to acknowledge with pleasure receipt of two sample copies of the magazine, "Better Fruit." Although I have been interested in the subject of fruit growing for some little time it happens that this is the first time I have seen your magazine, which has been my misfortune, as I have never seen anything published to equal it. I expect to send in my regular subscription a little later on, as I do not see how a person actively interested in apple growing can be without "Better Fruit." Sincerely yours, L. G. Vair, Secretary The Davey Tree Expert Company, Kent, Ohio.





Five Stories  
and Cellar  
Corner  
Harrison and  
Washington  
Streets.

# J. & G. LIPPMANN

IN BUSINESS OVER 30 YEARS

Incorporated—Capital \$100,000.00

On one of the most conspicuous corners of the fruit and produce district. Handle all kinds of produce and want to get in touch with Western shippers of peaches, plums, prunes, etc. Box apples we shall make a specialty. Prepared to handle business of large associations, being fortified with ample capital to take care of any deal. Correspondence solicited.

J. & G. LIPPMANN

338-340 Washington and 46-48 Harrison Streets, NEW YORK CITY

**T**HE progressive fruit merchants, A. B. Detweiler & Son Company, 246 South Front Street and 117 Dock Street, is one of the old firms of Philadelphia, having been established in business since 1866. They are splendidly equipped for doing business, occupying large quarters fronting on two streets, South Front and Dock Streets, which are in the center of the fruit and produce section of Philadelphia. Apples is one of their specialties during the entire apple season, and they are among the heaviest receivers in this line. They also handle large quantities of all kinds of fruits, and, like other progressive firms, they want to increase their business, and solicit correspondence with the view of extending their connections.

*Editor Better Fruit:*

Acknowledging your letter of the 15th: We are glad to see you are taking an interest in the dealers throughout the country and we are quite sure the July issue of "Better Fruit" will be one of interest to all subscribers. Thanking you very kindly for the courtesy extended, we are, yours truly, O. W. Butts, Omaha, Nebraska.

◆ ◆ ◆

*Editor Better Fruit:*

I want to thank you very sincerely for your kindness in forwarding me the extra copies of "Better Fruit" which I requested in my letter of the 19th, and I assure you that whenever a good word can be spoken for "Better Fruit" there will not be any hesitancy in speaking it. Yours truly, B. B. Cannon, Boston, Massachusetts.

◆ ◆ ◆

*Editor Better Fruit:*

The May number of "Better Fruit" has just come to my desk. I have spent the last half hour looking it over carefully. I cannot refrain from writing you a brief note of congratulation on this number. While "Better Fruit" has set a high mark for itself, this issue even surpasses the beautiful

numbers that you have gotten out in the past. It is a delight, mechanically, artistically and typographically. I wonder if you realize how influential "Better Fruit" has been in attracting attention to Oregon and the wonderful possibilities of fruit growing in this state. There is one thing sure, your subscribers are getting big value for their money. Yours very truly, Fred Lockley, Manager Pacific Monthly, Portland, Oregon.

◆ ◆ ◆

*Editor Better Fruit:*

I am not quite sure when my previous subscription to "Better Fruit" expires, but I am making sure by enclosing money order for £1 (\$4.86). One-half (\$2.43) is my own subscription, and the other half is from a new subscriber I have secured for you, Mr. T. H. Waight, Warrenkeip Orchard, Roxburgh, New Zealand. Please send "Better Fruit" to us both, acknowledge receipt of money, and let us know when our next subscription will be due. "Better Fruit" is undoubtedly the best publication devoted to fruit culture I have ever read; its advent is eagerly looked for, and you are deserving of every support in providing so interesting a paper. Yours faithfully, Albert Birch, Roxburgh, Teviot.

W. E. BIGALOW, President

Capital and Surplus \$75,000.00  
Established 1883

H. J. BIGALOW, Secretary and Treasurer

## REFERENCES:

The First National Bank, Cleveland  
All Commercial Agencies  
The Produce Reporter Company  
Any reliable house in our line in the  
United States

*Commission  
Merchants*



CLEVELAND, OHIO

## SOME OF OUR SHIPPERS—REFERENCES:

The California Growers' Exchange, Los Angeles, Cal.  
The California Fruit Distributors.  
The Earl Fruit Company.  
The Pioneer Fruit Company.  
The Producers' Fruit Company, Sacramento, Cal.  
The Stewart Fruit Company, San Francisco, Cal.  
The Atwood Grape Fruit Company, Manavista, Fla.  
The Georgia Fruit Exchange, Atlanta, Ga.  
The Florida Citrus Exchange, Tampa, Fla.  
Crutchfield & Woolfolk, Pittsburg and Chicago.  
Redlands Golden Orange Association, Redlands, Cal.

*Fobbers and  
Wholesalers*

*Apples, Plums, Prunes, Pears,  
Oranges, Lemons*

We have the largest and best trade in the Cleveland territory; our facilities are unsurpassed  
We have had years of experience in handling box apples and fancy fruits

**We solicit your correspondence and shipments**



# WE ARE HEAVY OPERATORS IN BOX APPLES and the PEARS three big PEACHES RUNES

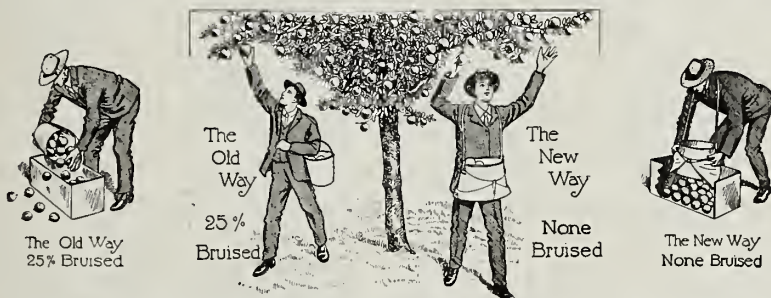
We handle more box apples than any concern in Ohio and want to hear from every grower and shipper who will have either large or small lots to offer.

Let us hear from you at once.

OUR SPECIALTY, BOX APPLES

E. N. PRICE & COMPANY, CINCINNATI, OHIO

REFERENCES: ANY BANK OR CREDIT AGENCY



This vessel is endorsed by horticultural colleges, fruit associations and growers. You cannot afford to be without them. Each one will pay for itself many times in saving your crop. For further particulars see advertisement on page 15.



J. G. WOODWORTH

General Traffic Manager Northern Pacific Railway  
St. Paul, Minnesota

Mr. Woodworth is comparatively a young man and been associated with many of the large railroads in prominent positions. For many years he was located at Portland, Oregon, with the Oregon Railroad & Navigation Company. His promotion has been rapid and has been well earned through his ability, judgment and conservatism. In his position as general traffic manager of the Northern Pacific, one of the transcontinental lines, he has taken an active interest in the Northwest and its development, and it may truthfully be said that his love for the Northwest, when he first began to ascend the ladder of prominence in the railroad way, has never ceased, and consequently he is ever ready and willing to listen to any proposition that may be beneficial to the Northwest and the country tributary to the Northern Pacific.

#### Editor Better Fruit:

My attention has been called to an article on page 40, April number, concerning fruit in "The Piedmont Region at Cornelia, Georgia." Somehow my April number lost out and I had not seen the printed article until it appeared in a Georgia paper, with remarks about the tons of fruit, without saying anything as to the wisdom of that party who could not see the typographical error in calling crates tons. I really owe the typist of "Better Fruit" an apology for poor writing. But the only point is to correct the error and make crates crates instead of tons at \$1 to \$2 f.o.b. Cornelia, Georgia. That accomplished, then every item is true and can be readily verified. Of course, as you say, Mr. Editor, my name ought to have been signed to the article, as it certainly was in the original article. In conclusion, only this to say, "Come and see this beautiful, healthful section up here on the Piedmont plateaus of Georgia." Yours truly, I. C. Wade, Cornelia, Georgia.

## SITUATION WANTED

By young man of thirty, as foreman or horticulturist for some company or some college. Had many years of practical training. Can handle help to best advantage. Good references.

T. W. SABRANSKY  
Address care "Better Fruit"

WE MAKE A SPECIALTY OF

# BOX Apples, Prunes Pears, Peaches

We have best of cold storage facilities  
Reference: Your bank

M. Fugazzi & Company

204 West Sixth Street

CINCINNATI, OHIO



G. W. BUTTERWORTH, PHILADELPHIA

Car lot handler of Northwestern fruits  
Mr. Butterworth, active in the commission business for many years, is well and favorably known throughout the East. He writes us that he has a good outlet for boxed apples, pears and deciduous fruit, and solicits correspondence with associations and other large shippers.

#### Editor Better Fruit:

Your rose number is lovely. H. E. Van Deman,  
Washington, D. C.



J. GRAINGER & CO., LINCOLN, NEBRASKA

Is one of the most popular houses in the Middle West, doing an immense business in a thriving city, one of the most progressive cities in Nebraska. This firm has done a large business for years and has many friends among the growers as well as among the trade, and is generally conceded to have earned its popularity by progressive business methods. Lincoln, Nebraska, has one of the best and largest markets west of Omaha, surrounded by a large and prosperous territory.



**GAMBLE-ROBINSON F&P CO. GAMBLE-ROBINSON F&P CO.** MANKATO, MINN.

**GAMBLE-ROBINSON COM. CO.**

ABERDEEN, S.D.

**GAMBLE-ROBINSON FRUIT COMPANY**

ST. PAUL, MINN.

**CIPHERS - CITRUS-ARMSBY-INTERSTATE-U.S. ECONOMY**

**GAMBLE-ROBINSON FRUIT CO.**

**GAMBLE-ROBINSON FRUIT CO. GAMBLE-ROBINSON FRUIT CO.**

OELWEIN, IOWA

**GAMBLE-ROBINSON FRUIT AND PRODUCE CO.**

PIPESTONE, MINN.

**GAMBLE-ROBINSON FRUIT CO.**

MIEL CITY, MONT.

**INCORPORATED CAPITAL & SURPLUS - \$400,000.00**

**GAMBLE-ROBINSON AND ITS ASSOCIATE HOUSES.**

**GAMBLE-ROBINSON COMMISSION CO.**

WE DISTRIBUTE ANNUALLY OVER 3500 CARS.

# WE WANT TO TALK BUSINESS

WITH EVERY SHIPPER OF

# APPLES PEACHES PEARS

IN

California, Oregon, Washington, Idaho, Colorado, Utah, Nevada

WRITE US TO-DAY, stating varieties, quantity and probable quality of fruit you expect to ship. Look up our standing; ask "Better Fruit" or your bank

**ROBT. T. COCHRAN & CO.** 290 Washington Street  
NEW YORK



# FRUIT LAND

In tracts of 5 to 10 acres each. Some cleared, some partly cleared; some all timbered and some planted to commercial orchards, at surprisingly low prices and on easiest terms. They are in the heart of a rapidly developing fruit section adjoining good railway town in the valley. Here is a chance to buy good land cheap. We will plant it for you if you wish. Write for particulars.

## OREGON APPLE ORCHARDS CO.

432 Chamber of Commerce Building, Portland, Oregon

Eastern office, Bloomington, Illinois

**IF** You like this publication  
You find it helpful  
You are in earnest about  
“Better Fruit”

Tell your fruit growing neighbors about it—Help us in this way to help you.

## JOHN NIX & CO., ONE OF NEW YORK'S WHOLESALE

WE invite the attention of our readers to the advertisement of John Nix & Co., New York, which appears in this issue. We take pleasure in introducing this firm to our many subscribers as being one of the most reliable houses for handling consignments of cantaloupes, apples, celery and all vegetables from the Pacific Coast, they having been established for three-quarters of a century and having gained for themselves

the enviable reputation of being leaders in their lines in the greatest market of this country. The business of this firm has grown to such an extent that they recently found it necessary to increase their capital stock to \$150,000, fully paid in. They are recognized as one of the largest fruit and produce commission houses in New York City, having developed a large carload distributing business with a branch office in Chicago during

the Western carload season, a branch office in Hastings, Florida, during the Hastings potato season, and a branch office at Miami, Florida, during the Florida East Coast season. These branches are under the personal supervision of one of the members of the company. During the past season they sold over 600 carloads of new potatoes from Hastings, Florida, within a period of seven weeks, rendering account sales with checks for proceeds to shippers daily, amounting to over \$350,000. This company is now handling the crops of cantaloupes grown by several large associations in Arizona and Colorado. They are also selling agents in New York for the Southern Texas Truck Growers' Association of San Antonio, Texas, for whom they have sold over 400 carloads of onions during the past season, and also make a specialty of handling in carlots California asparagus, cauliflower, celery, tomatoes and other vegetables during their respective seasons. We recommend all who may be interested to correspond with John Nix & Co., New York City. \*

APPLES PEACHES PEARS STRAWBERRIES  
In Car Lots

## THE HUMPHREYS COMMISSION CO.

JOHN M. WALKER, President

### Wholesale Fruits and Produce

1516 to 1522 Market Street, Denver, Colo.

Denver is a Good Market

## Desel-Boettcher Co.

The Fancy Fruit House of Texas

WHOLESALE COMMISSION MERCHANTS AND JOBBERS OF

## APPLES

AND OTHER FRUITS

Ample warehouse facilities  
Private cold storage plants

HOUSTON, TEXAS

Branch distributing plant  
Corpus Christi, Texas

Car Lots Broker and Distributor  
of

## Apples, Pears Peaches, Prunes

Now distributing for the largest deciduous shippers of Northern California, also agent for Chase & Co., packers, Florida.

R. H. WYTHE

809 North Fourth Street  
ST. LOUIS, MISSOURI

ESTABLISHED 1877

## Patten & Williams

144, 146, 148 Michigan Street

BUFFALO, N. Y.

Can handle a few cars Fancy Apples  
to advantage

Correspondence Solicited

Yellow Newtown and Spitzenberg Trees a Specialty  
All Buds and Scions Selected from Bearing and Tested Trees

## TRUE-TO-NAME NURSERY

H. S. GALLIGAN  
HOOD RIVER, OREGON

### The Old Reliable True-to-Name Nursery

Offers to planters for the coming season our usual choice but limited stock of the leading commercial varieties adapted to the Northwest. It is important to know that the trees you buy will prove true-to-name; if not you have suffered an irreparable loss. You can avoid this loss and disappointment by purchasing your trees from the True-to-Name Nursery—the nursery that has made good. We personally select all our propagating wood from bearing and tested trees, and are therefore in a position, as we have been in the past, to guarantee our trees true-to-name.

If you are contemplating planting a large orchard it will pay you to come and see our stock. If you cannot personally examine our stock, write us at once, so we can take care of you. Address

## TRUE-TO-NAME NURSERY

NO AGENTS

HOOD RIVER, OREGON

One year's subscription to "Better Fruit" with every \$25 order.

## THE CHERRY CITY NURSERIES

Claim their trees are the best, their prices right, and solicit your patronage for their fine line of

Apple, Pear, Peach, Prune  
and Plum Trees

and small fruits. Also ornamental trees and shrubs. Special attention given to roses. Send for catalogue and price list.

J. H. LAUTERMAN, Salem, Oregon



**SGOBEL & DAY, A RELIABLE OLD NEW YORK FIRM**

**A**BOUT the first car of Hood River Spitzenbergs that ever went to the far East was sent by Bell & Co. of Portland to Sgobel & Day of New York. It sold for big money and the shippers have many times told Mr. Day that they made more money out of that car of apples than out of any car of this fruit they had ever handled. Naturally the cost at that time was very low compared with the prices lately paid for the magnificent apples from Hood River.

The following year Horace W. Day of the firm came to Hood River, and he has been coming every year—excepting the present spring—ever since. His firm purchased for a small syndicate of buyers in New York all the Spitzenbergs for many years, paying from \$1.35 to \$1.95, and, as a matter of fact, Sgobel & Day introduced Hood River apples into the markets of the Atlantic Coast.

Sgobel & Day is one of the oldest and most prominent firms in the business in New York City, established over forty years ago. They are heavy receivers of box apples from all over this Coast, and not only apples, but pears, prunes, etc., and while their sales are mostly at auction they dispose of box apples generally at private sale and export to their own representatives in London and Liverpool Newtowns and other box apples which shippers care to send. This house has a world-wide reputation for its sterling integrity, and they have always urged growers and shippers to go in for quality rather than for quantity, pointing out that it costs just as much to market a box of common apples as it does one of high grade. Their business is extensive in Oregon, Washington, Idaho, California, Utah, Colorado, Florida, Porto Rico, Cuba, France, Spain and Italy. In fact, they have also received consignments of

fresh fruits from South Africa, something like 10,000 miles from New York. During the past few years they have extended their business and are now heavy shippers of apples to Rio Janeiro and Buenos Aires, markets which they think will take increasing quantities of fine box apples.

*Editor Better Fruit:*

Herewith we hand you our check for \$8.50 for eighty-five copies of your excellent May number. Enclosed we hand you list of seventeen persons to whom we wish you to mail one copy each. Send the other sixty-eight copies to us. We wish every person considering engaging in the orchard business in the Pacific Northwest would subscribe for and read your splendid publication. We want to do all we can to enlarge the circle of its usefulness. Yours sincerely, Reed & Reed, Kansas City, Missouri.

**IT IS FREE**

Our new 1911 catalog and price list of fruit and ornamental trees is free for the asking. Let us figure on your wants.

**Richland Nursery Company**  
Agents Wanted Richland, Washington

*J. M. Schmeltzer, Secretary*

**Hood River Abstract Company**

Hood River, Oregon

**ABSTRACTS INSURANCE  
CONVEYANCING**

**Yoncalla Orchards Company**

**OREGON FRUIT LANDS**

Plymouth Building, Suite 714

**MINNEAPOLIS, MINNESOTA**

This orchard tract adjoins the town of Yoncalla, Oregon, which is situated on the main line of the Southern Pacific Railway. No better land in the West. This tract of orchard land is being subdivided and sold in 5 and 10-acre tracts.

For further information write

**THE YONCALLA ORCHARDS COMPANY**

Plymouth Building, Minneapolis, Minnesota

**GET CATALOG AND PRICE LIST**  
420 Acres Devoted to Nursery Purposes

**THE WOODBURN NURSERIES**

Established 1863 by J. H. Settlemier

**Grower of Choice**

**NURSERY STOCK**

**F. W. SETTLEMIER**

Woodburn, Oregon

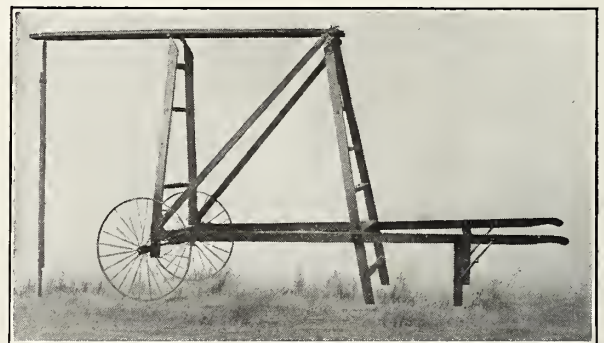
**Selling Agents Wanted**

Good, live, high grade representatives wanted in all fruit growing sections in the United States to handle the Bolton Orchard Heater for the coming season. A liberal commission will be allowed. This heater is the pioneer in its line, is the cheapest, and today stands without a peer.

Address, with references,

**The Frost Prevention Co.**

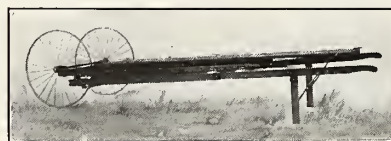
Bank of Italy Building  
SAN FRANCISCO, CALIFORNIA

**Swengel's Portable Orchard Ladder**

SET UP

Makes orcharding a success. Made of first-class material throughout, and designed especially for thinning and gathering fruit. Fruit-gathering directly into the boxes; no pouring and bruising from pail to box. Picker stands comfortably on the top of the ladder, making a wide range at once. This enables him to do twice the amount of work usually done on an ordinary ladder.

No party will do without it when once he has used one of these ladders.



FOLDED

**The Orchard Ladder and Manufacturing Co.**

Phone Columbia 255

McDonald Block, ST. JOHNS, OREGON



Established 1842

Capital paid in \$90,000.00

Incorporated 1910

# SANDS, FURBER & CO. INC.

*Commission Merchants**Fruits and Produce*

88, 90, 92  
16 & 17 North Side } Faneuil Hall Market, BOSTON, MASSACHUSETTS  
Telephone, 1552 Richmond

W. S. GLIDDEN, President

H. F. RICE, Vice President

C. H. CUMMINGS, Treasurer and General Manager

## APPLES

"THE HOUSE TO DO BUSINESS WITH"

## COYNE BROTHERS

APPLE SPECIALISTS

Write for Memo Loose Leaf Book. Mention "Better Fruit"

119 W. South Water Street, CHICAGO

Associations, Independent  
and Individual Shippers

We desire to get in touch with you for the purpose of  
arranging to handle your apples. To that end we ask  
you to please write us at once, giving estimate of what  
your crop will consist of and the varieties of apples  
you will have.

### ASSOCIATED HOUSES

E. P. Stacy & Sons, St. Paul, Minn.  
Stacy Fruit Company, Fargo, N. D.  
Stacy Mercantile Company, Valley City, N. D.  
Stacy Fruit Company, Bismarck, N. D.  
Stacy Fruit Company, Carrington, N. D.  
E. P. Stacy Fruit Company, Watertown, S. D.  
E. P. Stacy & Sons Company, Mason City, Iowa  
Stacy Fruit & Produce Company, Albert Lea, Minn.  
Stacy Brothers Fruit Company, Lincoln, Neb.  
Davidson Brothers Company, Fort Dodge, Iowa  
Davidson Brothers Company, Marshalltown, Iowa  
Davidson Brothers Company, Moberly, Mo.  
Davidson Brothers Company, Des Moines, Iowa

## E. P. STACY & SONS

Largest Handlers of  
Western Deciduous  
and Citrus Fruits

Correspondence Solicited

MINNEAPOLIS, MINNESOTA

Founded 1839

Capital, \$150,000.00, paid in

Incorporated 1904

# JOHN NIX & COMPANY

281 Washington Street, NEW YORK CITY

## Pacific Coast Fruits and Vegetables

Our Store Centrally Located. One Block from Erie R. R. Depot



# A. LEVY & J. ZENTNER CO.

NORTHWEST CORNER OF DAVIS AND WASHINGTON STREETS

SAN FRANCISCO, CALIFORNIA

The largest dealers in and distributors of Box Apples on the Pacific Coast

Get in touch with us. Let us know what you have to dispose of. Best modern cold storage facilities

Inquire about us of any bank, mercantile agency, Produce Reporter Company, or the manager of your association

LET US HEAR FROM YOU

## S. SEGARI & COMPANY

No. 109 Poydras Street  
New Orleans, Louisiana

Next door to the auction room, will be our headquarters for California deciduous fruits and box apples. Remember, we keep experienced salesmen at the Illinois Central Railroad fruit and produce sheds, also at the Louisville and Nashville Railroad watermelon and produce sheds. We are now ready to handle

### Apples, Pears, Cantaloupes, Peaches

WRITE OR WIRE WHAT YOU HAVE

## NEW ORLEANS

GEO. H. APPEL

The Acknowledged  
FANCY FRUIT HOUSE  
of New Orleans

IMPORTERS  
JOBBER

Wholesale  
Commission

# LAUX & APPEL

All Fruits in Season

Storage for 50 Cars

THE HOUSE  
YOU WANT

## Fruit Ranch

We can sell all or half of a fine eighty-acre ranch, located in the famous White Salmon Valley, Washington, and only one and one-half miles from railway and steamer landing.

This place will pay nice income and make beautiful home in ideal country and climate.

Six-room house, with large living room and fireplace, bathroom, hot and cold water, etc.; about twenty-five acres cleared and in fruit, consisting of strawberries, apples, pears, peaches, etc.

Immediate possession can be given and price is right.

For further particulars address

**INLAND EMPIRE COMPANY**

212-14 Railway Exchange Building  
Portland, Oregon.

## J. L. BEER & CO.

*Fruit and Produce*

306-310 Poydras and 507-509 South Peters, NEW ORLEANS

### Box Apples

Peaches, Pears and Cantaloupes

We are distributors. We reach all points tributary to New Orleans, including Cuba, Panama and Central America

## SOUTHERN OREGON NURSERIES

YONCALLA, OREGON

No Agents

Prices Wholesale

**GENERAL NURSERY STOCK PROPAGATORS**

Stock clean and true. Budded or grafted from bearing trees

**E. P. DREW**

Consulting Horticulturist

30 years in business



## THE NORTHWESTERN APPLE MARKET IN BOSTON

WE were the first dealers to handle Northwestern apples in Boston. In 1905 we bought about one hundred boxes of different varieties and made an "apple show" in our retail department. It attracted a great deal of attention and

other dealers immediately became interested, and we sold over one thousand boxes that season. The next year we bought car lots, and sold fifteen cars. Demand has been increasing every year, and last season we sold seventy-five

cars that were all put into consumption in Boston and surrounding towns. There were about two hundred cars of Western and California apples shipped to Boston this past season, out of which some seventy-five cars were exported, leaving one hundred and twenty-five cars that were actually consumed by Boston and its immediate vicinity.

We believe that the demand for table apples will increase, and notwithstanding New England is producing a large quantity of apples we shall be obliged to look to the Northwest for our supply of fine table apples for a number of years to come, and if the Northwest keeps up its standard of grading and packing its output will always command top prices in all the markets of the world. Sands, Furber & Co., Inc., C. H. Cummings, Treasurer.

◆ ◆ ◆

W. DENNIS & SONS, LTD.  
Fruit Brokers, Salesmen and Auctioneers  
Potato Growers and Merchants  
Importers and Exporters  
Contractors to His Majesty's Government  
and Other Public Bodies  
Covent Garden Market, London, W. C.  
June 10, 1911.

Mr. E. H. Shepard, Editor Better Fruit  
Hood River, Oregon:

I am in receipt of your letter of the 8th of May and note what you say as to your scheme for the July number of "Better Fruit." Unfortunately I have not a photograph of Covent Garden Market, and as it would take some time to get one done and would doubtless not arrive in time for the July number, I have thought it best to send you a photograph of the members of the firm of W. Dennis & Sons, Ltd., which I shall be glad if you will have reproduced in "Better Fruit." I also enclose a small article which I should like to appear underneath it. I don't know whether the tenor of it is in accordance with your wishes, but as it would take more than one hundred words to explain the fruit conditions in England we thought it better to speak up for ourselves. Our Mr. John W. Dennis will be in Medford and Hood River about the end of July or beginning of August and will do himself the pleasure of calling upon you.

Yours faithfully,

WILLIAM DENNIS, Director,  
For W. Dennis & Sons, Ltd.

◆ ◆ ◆

Simons, Jacobs & Co.      Garcia, Jacobs & Co.  
Glasgow, Scotland      London, England  
SIMONS, SHUTTLEWORTH & CO.  
European Receivers of American  
Fruits  
34 Stanley Street  
Liverpool, England, June 10, 1911.

Mr. E. H. Shepard, Editor Better Fruit  
Hood River, Oregon:

We have to acknowledge receipt of your favor of the 23d ult., contents of which have been noted with interest. We were under the impression that we had already made clear to you the circumstances which, in our opinion removed the disparity which hitherto existed between the United States and British markets as an outlet for Newtowns. We woke up to this fact early in the season, and disposed of many of the apples which were entrusted to us on your side. The prices which we realized for the Rogue River Newtowns have been published by the Union. We do not know how much they deducted for their charges, but we understand that the Newtown pool was the most satisfactory part of their deal. As regards the package, you have come to exactly the same conclusion that we ourselves have reached, and we have, both directly and through Mr. Wilmeroth, been recommending the very things which you suggest. For an export package, too great a swell is disadvantageous. A tight pack, with a half-inch swell, and the same thickness at top as at the sides, would in our opinion make the ideal export package. We take steps to minimize the rough handling by watching both loading and unloading, and making claims on the steamship companies for any loss that may arise through carelessness. We have had a long spell of dry weather here and as a result unfavorable reports are beginning to come in as to the prospects for the fruit crop. Apples and plums, however, will still be saved and give a heavy yield if the rain comes at an early date.

Yours truly,

SIMONS, SHUTTLEWORTH & CO.

◆ ◆ ◆

Editor Better Fruit:

A friend of mine who has an orchard in the Nicola Valley, British Columbia, tells me that your paper is the best authority on the subject it treats of. Will you have the kindness to send me a copy of it for a year? One dollar enclosed. Yours faithfully, C. C. Abbott, Stratford, Ontario.

# LARGER PROFITS

## VERY LITTLE CAPITAL INVESTED

No industry pays larger profits than the canning of fruit and vegetables. Yet millions of dollars worth of fruit and vegetables go to waste every year.

If others can make large profits from the canning industry, why not also you?

Why turn the cannery profits over to the big corporation?

Why let your fruit and vegetables go to waste?

## CAN YOUR OWN PRODUCTS AND DO IT AT HOME

It pays equally well on a small or large scale.

## BUY A CANNING OUTFIT

Put the canning profits in your own pocket.

## WE SHOW YOU HOW

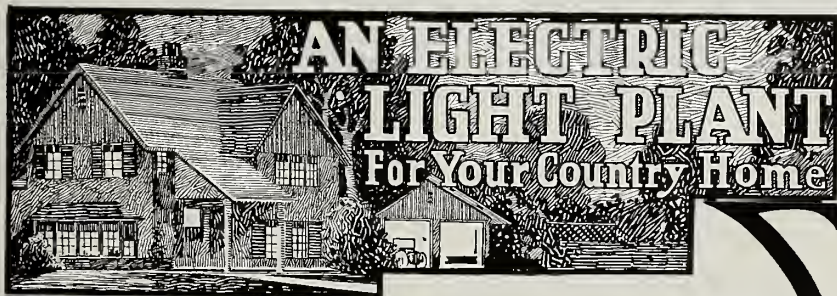
Outfits furnished in various sizes at a total cost of from \$15.00 up to meet your requirements.

Write today for our catalogues and free information on "Successful Home Canning."

## FOOTT-TITUS MACHINERY HOUSE

181-187 Union Avenue

PORTLAND, OREGON



## COMPLETE ELECTRIC LIGHT OUTFITS

8, 15 and 30 Lamps.

Combination Dynamo-Storage Battery Type

Especially designed for the electric lighting of ranches, country homes, stables and factories. While common coal oil lamps, acetylene systems and gasoline lamps sometimes explode, this electric outfit positively cannot explode. The force of current is so harmless you cannot even feel the current.

## Make Your Own Electricity

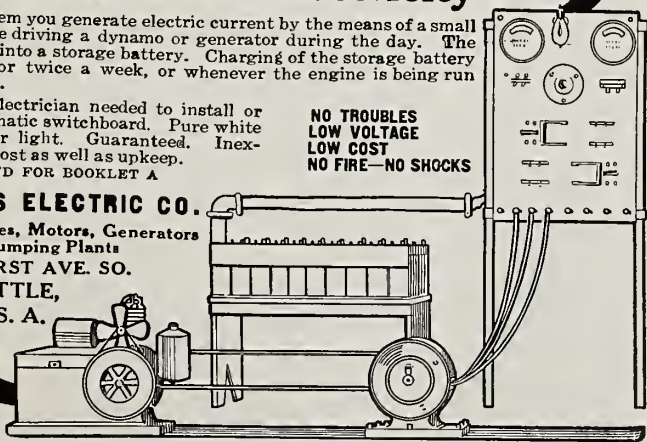
With this system you generate electric current by the means of a small gasoline engine driving a dynamo or generator during the day. The current is run into a storage battery. Charging of the storage battery is done once or twice a week, or whenever the engine is being run for other work.

No skilled electrician needed to install or attend. Automatic switchboard. Pure white 16-candle-power light. Guaranteed. Inexpensive—first cost as well as upkeep.  
SEND FOR BOOKLET A

NO TROUBLES  
LOW VOLTAGE  
LOW COST  
NO FIRE—NO SHOCKS

## REYNOLDS ELECTRIC CO.

Gas Engines, Motors, Generators  
Pumping Plants  
522 FIRST AVE. SO.  
SEATTLE,  
U. S. A.





## CENTRAL SELLING AGENCY and OTHER GOOD PLANS

UNDER date of June 20, 1911, Mr. H. O. Stechan of Seattle, Washington, writes very interestingly on the subject of a central selling agency, and advances some new thoughts leading up to it. We take pleasure in publishing his letter in full:

You may recall that during the past winter there was a considerable agitation looking to the formation of a central selling agency, through which it was intended that the fruit growers of the Pacific Northwest should co-operate in the marketing of their crops. As I assisted in gaining some newspaper publicity for the movement, I became interested in it.

As one of the strongest reasons why the growers should get together in this enterprise it was pointed out that the orchardmen of the Northwest are utterly lacking in authentic facts and figures relating to their own industry, such as are necessary to eliminate guess-work methods and to enable them to proceed on the basis of accurate knowledge of conditions in the marketing of their products.

Had the central selling agency been approved by enough districts so that it could have become an operating fact, such statistics could have been assembled through it, just as the organized lumbermen, wool growers and other allied interests keep track of the conditions and currents prevailing in their lines. Before the fruit growers of the Northwest can correct some of the misfortunes of distribution, as now known to them, they must have a medium for gathering the information so necessary to the reformation thereof.

In this connection I believe it is of the utmost importance to the horticultural interests of the Northwest that steps be taken toward the immediate establishment of a fruit statistics bureau. To this end I have been sounding various persons active in fruit growing, and without exception the idea is approved. It is also pointed out that this bureau can be made the nucleus about which the central selling agency will ultimately be formed, when the proper time comes, as it will be the logical means of revealing the need for further co-operation in marketing, if they really exist.

The bureau of statistics could make itself useful in more ways than one. At first it would have a lot of preliminary work to do. Apples being the largest money-making crop among Northwest fruits, I believe its first duty would be to get in touch with all the apple-producing districts, not only of the United States, but of the whole world. Even today the growers of Tasmania are preparing to export large quantities of apples to this country, according to consular report. All such information would have to be assembled by correspondence through various sources, which would entail a large amount of detail work. Later on other fruit conditions could be taken up, such as peaches, pears, prunes, etc., so as to make the bureau of value to all growers in the Pacific Northwest. A press

department would also be an appropriate adjunct, through which authentic information about fruit conditions would be furnished to all papers in fruit districts, so that they might print them for the guidance of their readers.

Now, as near as I can estimate, it will cost about \$5,000 to organize and operate such a bureau the first year. There are some eighty fruit growers' associations in the Pacific Northwest. Of course, not all of them would support such a bureau from the start, but I believe that on the basis of an annual cost of \$150 per association, at least thirty-five should be enlisted, considering the possibilities and usefulness of such a department. Were it possible to get in fifty associations, the cost might be reduced to \$100 each. These payments could be made quarterly, so as not to become heavy on any one association.

If the fruit growers of the Northwest want to get a check on their own affairs it occurs to me that this bureau of statistics cannot be started too soon. Because

of the nature of the work it will necessarily be some time before it can show results; and the longer it operates the more valuable will become its services. If this matter appeals to you I should be glad to have your approval. This offers the growers a chance to get "down to cases" on a matter concerning which there has been much talking. It will be a tangible step in the direction of harmony, which is so necessary to get the best results along any line.

## W. F. LARAWAY

DOCTOR OF OPHTHALMOLOGY

EYES  
TESTEDLENSES  
GROUND

Over 30 Years' Experience

Telescopes, Field Glasses

Magnifiers to examine scale

Hood River  
Oregon

and

Glenwood  
IowaRUSH FRUIT TO RAILROAD FROM  
ORCHARD - AND IT REACHES  
MARKETS QUICK

THE time lost between the orchard and railroad station is often vastly greater than the time lost between the railroad station and the markets. Too much time is wasted in getting the fruit to the railroad station. That is a big reason why you are so often "docked for spoilage."



There is a better, easier, more economical way. Use an

## International Commercial Car

It saves two-thirds of the time, enabling you to make three times as many trips—it saves actual cash money in feed cost and upkeep, in stable rent, in repairs, and in many other ways which we will gladly tell you if you write us.

The International Commercial Car is simple to operate and keep in perfect running order. All parts are easily accessible.

You ought to get all the facts that prove how much an International Commercial Car means to you in money saved, in added profits, in greater satisfaction, in better health, and more happiness. Write direct for catalogue, or, address nearest branch house.

WESTERN BRANCH HOUSES: Denver, Col.; Helena, Mont.; Portland, Ore.; Spokane, Wash.; Salt Lake City, Utah; San Francisco, Cal.

INTERNATIONAL HARVESTER COMPANY  
OF AMERICA  
(Incorporated)  
Chicago U S A





# The Gink and the Goat

Says the Gink to the Goat, "My, the apple growers are a lot of chumps, and their association officials are as bad. Why not get into the band wagon? We're going to export them to Mars, Jupiter and all other foreign countries this season."

Says the Goat, "Bah, b-a-h, bah."

Says the Gink, "We'll make it worth your while, we will."

Says the Goat, "Bah, b-a-h."

Says the Gink, "We'll put you on our cash list for the season; easy money; not even the village soothsayer will know."

Says the Goat, "Bah."

Says the Gink, "By the light of the Harvest Moon we'll slip it to you under the old apple tree, under the self-same tree that bears the Chief Jewel we need for our Crown."

Says the Goat, "Speak not to me of regal sway nor silvery harvest moons; I'm a plain citizen, only a lesser star in the group of Capricorn. Shall I dim the light of our constellation by yielding to your perfidy?"

Says the Gink, "Ear has ne'er been more treacherous nor tongue more unkind. My plan is not perfidy, but business. Besides, the 'square deal' is a mudsill in our plan of success."

Says the Goat, "So?"

Says the Gink, "So."

Says the Goat, "I humbly crave your forgiveness; maybe we can reach an understanding."

Says the Gink, "Five thousand ducats on the sly shall compensate in part for kind words in our behalf when opportunity offers and contracts are to be signed, provided they are given to our co-operative Kingdom Come. You can turn the trick."

Says the Goat, "I'm your huckleberry."

And thus closes another incident in the history of the fruit industry in the far West which may or may not be the modus operandi that has enabled about a score of lesser lights to form a phalanx to battle for liberty and the death of the "middle man."

Verily, this is a free country, and yet it isn't.

## GIBSON FRUIT CO.

CHICAGO

### TO DESTROY APHIS, THRIPS, Etc.

#### Without Injury to Foliage

SPRAY WITH

# "Black Leaf 40"

SULPHATE OF NICOTINE

"Black Leaf 40" is highly recommended by Experiment Stations and spraying experts throughout the entire United States.

Owing to the large dilution, neither foliage nor fruit is stained.

Like our "Black Leaf" Extract, "Black Leaf 40" may be applied when trees are in full bloom and foliage, without damage to either.

Also, "Black Leaf 40" is perfectly soluble in water—no clogging of nozzles.

PRICE:

10½-lb. can, \$12.50. Makes 1000 gallons, "5/100 of 1 per cent Nicotine."

2½-lb. can, 3.25. Makes 240 gallons, "5/100 of 1 per cent Nicotine."

½-lb. can, .85. Makes 47 gallons, "5/100 of 1 per cent Nicotine."

These prices prevail at ALL agencies in railroad towns throughout the United States. If you cannot thus obtain "Black Leaf 40," send us postoffice money order and we will ship you by express, prepaid.

### The Kentucky Tobacco Product Company

INCORPORATED

LOUISVILLE, KENTUCKY

### Car Lots Our Specialty

### John B. Cancelmo

127 DOCK STREET

PHILADELPHIA

### FANCY BOX APPLES

### WHOLE ROOT TREES

Are the only kind to set. Now is the time to make arrangements for your next fall's requirements. We have a large, full line, and ask that you correspond with us.

CARLTON NURSERY CO.

CARLTON, OREGON

## ORCHARDIST SUPPLY HOUSE

### FRANZ HARDWARE CO.

Hood River, Oregon



# OPEN LETTER TO NORTHWESTERN SHIPPERS

There are three (3) essentials to Successful Marketing

First—Facilities and Organization

Second—Expert Salesmanship

Third—Judgment, based on Knowledge and Experience

If you want maximum results communicate with us.

Yours truly,

## CRUTCHFIELD & WOOLFOLK

PITTSBURG, PENNSYLVANIA

### FREE EXPERT ADVICE

By Professor A. Van Holderbeke, five  
years Washington State Horticulturist,

### TO FRUIT GROWERS

Purchasing high grade nursery stock,  
guaranteed true to name, from the

**VAN HOLDERBEKE NURSERY COMPANY**

Main Offices:  
Columbia Building  
Spokane, Washington

Nurseries:  
Spokane Valley and  
Kennewick, Washington

**RELIABLE AGENTS WANTED EVERYWHERE**

### BUTTE POTATO & PRODUCE CO.

Jobbers of All Farm and  
Orchard Products

We have a large outlet for fruits  
and vegetables. We want to hear  
from shippers.

**A. J. KNIEVEL**, President and Manager

Sixteen years' experience on the  
Butte market.

## THE EVANS & TURNER CO.

COLUMBUS, OHIO

ARE OPEN FOR CONNECTIONS IN THE EXTREME WEST ON

### Apples, Pears and Peaches

We are members of National League of Commission Merchants and the Produce Reporter Company  
References: The Union National Bank, Columbus, Ohio; Union Savings Bank, Manchester, Michigan



# Crutchfield, Woolfolk & Clore, Inc.

WHOLESALE DEALERS AND CARLOT DISTRIBUTORS

*Foreign and Domestic Fruits and Vegetables*

No. 11 W. South Water Street, Chicago

All popular codes

Cable address "Cloefield"

Bankers: National Bank of the Republic

## The Best Chicago Connection

Growers and shippers of Western fruits must have proper connections in Chicago if they expect to realize full market value of their fruit.

We have the best of connections on all the larger markets and the confidence and patronage of the carlot buyers on the smaller markets.

We have the most favorable auction connections and a good auction market in Chicago.

We have a large and attractive jobbing house on South Water Street and a thoroughly organized and competent sales force for handling local and country orders.

We have the organization and equipment for obtaining the full market value of fruits and vegetables when conditions are the most unfavorable, as well as favorable.

Let us hear from you at once as to what you have to sell.

## Crutchfield, Woolfolk & Clore

### INTERNATIONAL APPLE SHIPPERS' ASSOCIATION

The officers and committees of the International Apple Shippers' Association for 1910-11, with the postoffice address of each, are as follows:

President, William L. Wagner, Chicago; vice president, E. N. Loomis, New York; secretary, C. P. Rothwell, Martinsburg, West Virginia; treasurer, W. M. French, New York.

Executive Committee—R. G. Phillips, chairman, Rochester; A. Warren Patch, Boston; A. E. W. Peterson, Toronto; S. A. Wheelock, Chicago; R. H. Pennington, Evansville, Indiana.

State Vice Presidents—P. A. Rogers, Gravette, Arkansas; Edmund Peycke, Los Angeles, California; J. M. Walker, Denver, Colorado; F. A. Simpson, Flora, Illinois; J. G. Schlotter, Indianapolis, Indiana; W. W. Copeland, Burlington, Iowa; E. H. Bowen, Louisville, Kentucky; George W. Davison, New Orleans, Louisiana; W. H. Blodgett, Boston, Massachusetts; C. L. Randall, Oxford, Michigan; G. P. Hauelsen, St. Louis, Missouri; A. A. Lasch, Lincoln, Nebraska; Albert T. Repp, Glassboro, New Jersey; A. R. Knowles, Lockport, New York; H. Oyler, Kentville, Nova Scotia; L. K. Sutton, Columbus, Ohio; William Dixon, Hamilton, Ontario; E. T. Butterworth, Philadelphia, Pennsylvania; Walter Snyder, Baltimore, Maryland; F. A. Wing, Waterville, Maine; George C. Richardson, Leavenworth, Kansas; J. M. McCoach, Huntington, West Virginia; R. Stafford, Milwaukee, Wisconsin; C. R. Stacy, Minneapolis, Minnesota; R. R. Scott, Winnipeg, Manitoba; F. A. Shryock, Winchester, Virginia; C. W. Kimball, New York, New York; N. G. Gibson, Chicago, Illinois.

### WESTERN FRUIT JOBBERS' ASSOCIATION OF AMERICA

Officers and committees of the Western Fruit Jobbers' Association for 1911, together with their postoffice addresses, are as follows:

President, John M. Walker, Denver, Colorado; first vice president, R. H. Pennington, Evansville, Indiana; second vice president, J. E. Stewart, St. Louis, Missouri; third vice president, E. H. Emery, Ottumwa, Iowa; secretary, W. D. Tidwell, P. O. Box 1325, Denver, Colorado; treasurer, W. M. Roylance, Provo, Utah; sergeant-at-arms, W. H. J. Kavanagh, Chicago, Illinois.

Board of Directors—John M. Walker, Denver; R. H. Pennington, Evansville; J. E. Stewart, St. Louis; E. H. Emery, Ottumwa; W. M. Roylance, Provo; S. E. Lux, Topeka, Kansas; C. B. Bills, Sacramento, California; E. H. Royer, Des Moines, Iowa; C. G. Trimble, Omaha; R. A. Gamble, Minneapolis; C. A. Kerr, Chicago.

Executive Committee—John M. Walker, R. H. Pennington, E. H. Emery, S. E. Lux, C. G. Trimble.

Advisory Committee on Transportation Questions—George H. Fleischman, Topeka, Kansas, chairman; J. E. Stewart, St. Louis; R. H. Jones, Kansas City; Gus Homan, Chicago; F. B. McKeivitt, Sacramento, California; T. A. Cargill, Houston, Texas; Ross A. Gamble, Minneapolis.

Membership Committee—Charles Gerber, chairman, St. Louis; Carl Piowaty, Chicago; Jac Stich, New Orleans; John H. Hile, Louisville; T. Pearson, Portland, Oregon.

Committee on Standard Grades and Packages—N. G. Gibson, Chicago.

Arbitration Committee—Joseph Grainger, chairman, Lincoln, Nebraska; H. G. Streight, Omaha; M. L. Dolan, Grand Island, Nebraska.

Legislative Committee—Samuel E. Lux, chairman, Topeka; C. B. Bills, Sacramento; J. H. Russell, St. Louis; E. H. Royer, Des Moines; A. A. Jackson, Dallas, Texas; A. B. Middleswarth, Denver; W. L. Wagner, Chicago.

Committee on Rules and Regulations for Handling and Shipping Watermelons—H. L. Griffin, Ogden, Utah, chairman; R. H. Pennington, Evansville, Indiana; J. H. Hensley, Denver; Roy Campbell, San Antonio, Texas; D. W. Longfellow, Minneapolis.

#### Editor Better Fruit:

I am pleased that you have incorporated rose growing as one of the pleasures of the apple orchardist. My ideal apple orchard is to contain a rose garden, a few fancy chickens and bees, together with the fruit. Yours cordially, C. L. Wonacott, Portland, Oregon.

### J. F. LITTOOY

CONSULTING HORTICULTURIST

Orchard director, orchard schemes examined, orchard plans submitted, orchard soils and sites selected, nurseries visited and stock selected, values examined for farm loans, purchasing agent for land and orchard investments, acts as power of attorney in selection of Carey Act lands.

MOUNTAIN HOME, IDAHO

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

### NATIONAL LEAGUE OF COMMISSION MERCHANTS

The names and addresses of the officers and committees of the National League of Commission Merchants of the United States for 1910-11 are as follows:

President, Carl W. Kimball, New York; first vice president, William B. Geroe, Toledo, Ohio; second vice president, J. J. Castellini, Cincinnati; secretary, John H. Shreve, Washington, D. C.; treasurer, B. F. Collins, Minneapolis; business manager, R. S. French, New York.

Advisory Board—William S. Gavan, Baltimore; James S. Crutchfield, Pittsburg; A. Warren Patch, Boston; Wilmer Sieg, Milwaukee; P. M. Kiely, St. Louis.

Executive Committee—A. C. Blair, Cleveland, chairman; C. A. Muchlbrunner, Pittsburg, secretary; H. F. Waidner, Baltimore; E. J. W. Hearty, Boston; George D. Paine, Buffalo; C. H. Weaver, Chicago; I. J. Cannon, Cincinnati; C. H. Kelley, Columbus, Ohio; Rickard Pinkett, Denver; E. F. Rush, Detroit; A. G. Kohnhorst, Grand Rapids, Michigan; George Vondersaar, Indianapolis; W. L. Grush, Kansas City; D. B. Speery, Louisville; M. E. Carter, Memphis; R. Stafford, Milwaukee; D. W. Longfellow, Minneapolis; W. A. Lott, Mobile; William J. Salter, New Orleans; F. E. Stults, New York; T. R. Upton, Norfolk, Virginia; Allen B. Tolson, Peoria, Illinois; J. P. Wilson, Philadelphia; S. F. Padgett, Richmond, Virginia; H. J. Sellmeyer, St. Louis; W. A. Tilden, St. Paul; G. H. Nettleman, Toledo, Ohio; William F. Adams, Washington, D. C.

Legislative Committee—J. S. Crutchfield, Pittsburg, chairman; C. C. Oyler, Cincinnati, secretary; L. W. Davis, Baltimore; A. T. Cummings, Boston; B. H. Bean, Buffalo; F. E. Wagner, Chicago; C. F. Hass, Cleveland; L. K. Sutton, Columbus, Ohio; A. S. Donaldson, Denver; William D. Lane, Detroit; W. P. Carroll, Grand Rapids, Michigan; E. F. Shideler, Indianapolis; W. L. Grush, Kansas City; Charles Scholtz, Jr., Louisville; T. C. Guinee, Memphis; C. A. Schmidt, Milwaukee; S. G. Palmer, Minneapolis; W. H. Toenes, Mobile; George W. Davison, New Orleans; T. J. Roberts, New York; W. T. Phillips, Norfolk, Virginia; Thomas P. Nelson, Peoria, Illinois; C. H. Stewart, Philadelphia; R. M. McIntire, Richmond, Virginia; E. H. Henschen, St. Louis; J. I. Whitaker, St. Paul; M. O. Baker, Toledo, Ohio; William J. Heider, Washington, D. C.



# APPLE STORAGE—410,000 Box Apples Capacity

Our Apple Department is constantly in touch with the market and we are therefore in a position to give storage customers best results

INSURANCE RATE LOW

## EBNER ICE AND COLD STORAGE CO.

Main Office, VINCENNES, INDIANA

Plants at Vincennes, Indiana; Flora, Illinois; Seymour, Indiana; Washington, Indiana

### Oranges Grow in Texas

The Gulf Coast *Citrus Fruit Grower* and Southern Nurseryman tells you where. A high-class monthly fruit journal, full of citrus news of a dependable character, illustrated from photographs of growing orchards. Subscription price ONE DOLLAR A YEAR. Sample copy mailed for a dime.

ALBERT S. LEECRAFT, Publisher  
P. O. Box 564, Houston, Texas

#### DO YOU WANT TO KNOW ABOUT TEXAS?

CITRUS FRUIT GROWER—a high-grade dependable fruit journal—gives unbiased opinions on fruit and truck growing in the Gulf Coast country. Illustrated from actual photographs. NO LAND TO SELL. Three months' trial subscription 25 cents.

ALBERT S. LEECRAFT, Publisher  
Box 564, Houston, Texas.

### ASHLAND DISTRICT of the ROGUE RIVER VALLEY

Orchards near the city of Ashland, Oregon, hold the highest records for productiveness per acre, in comparison with all the other orchard localities of similar size.

A booklet descriptive of the many resources of this city and the surrounding country will be sent free on applying to the Publicity Department of the Ashland Commercial Club, Ashland, Oregon.

A Reputation to Sustain

## Vineland Nurseries Company

Clarkston, Washington

PROPAGATORS OF

### Reliable Nursery Stock

All stock budded from bearing trees, fruit and ornamental



BY WAY of introducing Mr. O. E. Spooner, the well known fruit broker of Boston, Massachusetts, to the readers of "Better Fruit," we publish an extract from a recent interesting letter. For about ten years previous to entering the brokerage field he traveled extensively for John B. Drake & Co., fruit commission merchants. The past five years he has given his undivided attention to the distribution of car lots of fruit, and commands a prestige of unusual strength among all the buyers of New England. He has also several valuable connections in foreign markets. His ambition is to be the leading car lot selling representative in New England. The past two or three years he has been representing several large organizations on citrus and deciduous fruits, sold through the auction, and in fact giving special inducements to shippers of fruits for auction distribution. He was honored this year with the chairmanship of the trade committee of the Boston Fruit and Produce Exchange. He has spent considerable time the past few months improving conditions on this market, endeavoring to put into force the motto that "Right is right," in instances where might has been right. This applies to some irregularities

that have existed at the auction rooms. His facilities are equal to handling additional large accounts and without doubt you are working along lines that will aid him in that direction. Boston appreciates quality and will pay the price.

The appended quotation from a recent issue of the Boston Record is to the point: "Orin E. Spooner, one of the active forces for wholesome, up-to-date methods in the handling of fruits and produce in this city, has received letters of commendation from all sections of the country for his fight against the methods now in vogue at the fruit auction sheds at the railroad terminal in Charlestown. Mr. Spooner is chairman of the trade committee of the Boston Fruit and Produce Exchange. He insists that the small receiver should get as square a deal as the large dealer."

The Port of Boston is rapidly coming to the front; extensive improvements are being made in the harbor, and the time is not far distant when the largest ocean liners will sail regularly from there.

## ALPHONSE J. CONROY

Bonded Fruit and Produce Broker

ALL CODES USED  
REFERENCES, MERCANTILE AGENCIES  
PRODUCE REPORTER CO.

CHAMBER OF COMMERCE BUILDING  
MILWAUKEE, WISCONSIN

Specialties—CITRUS & DECIDUOUS FRUITS  
SOUTHERN & PACIFIC COAST VEGETABLES

### Apple Shippers Attention!!

Get in touch with one of the OLDEST APPLE DEALERS in the West; write us what you will have to offer—get our proposition before selling.

Established 1868

C. C. CLEMONS PRODUCE CO.  
Second and Grand Avenue  
Kansas City, Missouri



# G. W. Butterworth,

Northeast Corner Second and Dock Streets  
PHILADELPHIA, PENNSYLVANIA

SPECIALIST IN

## Western Box Apples, Pears and Deciduous Fruit

EFFICIENT HANDLING OF ASSOCIATION ACCOUNTS

Member National League of Commission Merchants of United States  
International Apple Shippers' Association

Reference, Everybody

IF YOU WANT UP-TO-DATE SERVICE GET IN TOUCH WITH US

## BARNETT BROS. 159 South Water Street CHICAGO

### A Minute's Talk

*with Western Fruit Associations*, particularly those dealing in Apples, Cantaloupes and Peaches, are invited to correspond with us. We are able to put before you a plan for marketing your output in a manner satisfactory to you and mutually profitable.

### COME TO THE LAND FOR HEALTH AND WEALTH

A PORTLAND bookkeeper, 37 years old, was on the verge of a breakdown when the doctor told him he must live out of doors if he expected to get well. He had a wife and two children, a boy of 12 and a girl of 10. He knew nothing of farming, but he determined to learn. He had saved something out of his salary of \$150 a month and a year before had received a bequest amounting to \$2,500 from the estate of an aunt, so that he had a cash capital of a little more than \$4,000.

The bookkeeper decided to try poultry raising, and to experiment with growing celery. He wanted to keep his position as long as possible, so his wife undertook the task of finding a suitable farm. They watched the advertisements in the papers and every one that seemed to offer what they were looking for was answered by the wife. She visited a score of places within easy reach of the city before one was found that met their requirements. The place comprised ten acres and was situated on Johnson Creek, a few miles from the city. The soil was good and the land all cleared except about two acres, which was in low brush and stumps. There was an old house on the place which had not been occupied for over a year and was in a bad state of repair. Close-in acreage had just begun to rise in price and the bookkeeper was asked \$350 an acre, with the house thrown in. He bought the farm early in the fall, paying \$2,000 down and giving a mort-

gage at six per cent for the remainder. This left him a working capital of \$2,000.

The new owner thought the house was too dilapidated to live in, so the family moved to the place and started house-keeping in tents. Although he was not a farmer, the bookkeeper was handy with carpenter's tools and he decided to see what he could do toward repairing the place, rather than expend most of his capital building a new one. He hired a neighbor by the day to help, and together they put the old house in good shape to withstand the winter, and the family moved in.

The man spent the winter building chicken parks and houses and putting one acre of the choicest land in shape for raising celery. He was greatly aided

by bulletins from the United States Department of Agriculture and the Oregon Agricultural College on both subjects, and he subscribed for several farm journals. He hired a team from a neighboring farmer and hauled all the manure he could buy within a mile or two of his place and spread it on the celery acre.

In the spring his incubators began turning out chicks and his celery plants came up. He went into the celery business with the idea of growing a fancy article, and the first crop was a failure from that standpoint. He was unable to bleach the celery to the degree demanded for the fancy grade and was obliged to accept a low price for his product. However, he made a profit of \$50 on the acre the first year.

By this time his hens were beginning to lay and he began to get an income from that source. His capital was slowly dwindling, but he began to see daylight ahead, and that did not discourage him.

The second year his poultry yards were placed on a good paying basis. He became acquainted with a celery expert who explained the art of bleaching and helped him to get his second crop in shape. It was a big success and instead of \$50 it netted him almost \$400. His original capital was about exhausted, but the cash profit from the farm at the end of the second year amounted to over \$600. The third year he built a dam in the creek and created a pond for ducks.

At the end of five years, when the mortgage became due, the man had twice as much money as he needed to pay it off. The remainder he put into improvements, building a neat bungalow to take the place of the made-over house.

Since then his net cash income from the place has never been less than \$2,000. He is sending his children away to school and has employed a man to help him all the year round, while his wife has a hired girl.

When he moved to the farm the man weighed 145 pounds and was pale and anemic. He did not know what it meant to be hungry. Now he weighs 180 and can hardly wait for meal time.—Oregonian.



ONE OF THE MANY BEAUTIFUL FARM HOMES ALONG  
THE SNAKE RIVER AT WEISER, IDAHO



The apple is the king of fruits. Our apples are kings of apples.

We are apple specialists. We sell the very best apples at very attractive prices.

## Fine Eating Apples Cooking Apples Special Purpose Apples

Carefully packed in boxes or barrels.

Remember, apples are staple goods, but we have made them a specialty.

We wish to handle the output of fruit associations as well as shippers. It will pay you to get in touch with us.

## Sutton Brothers

Wholesale Fruit Dealers  
COLUMBUS, OHIO

## Belmont School

(FOR BOYS)

BELMONT, CAL.

(Twenty-five Miles South of San Francisco)

The school is trying to do for the moral and physical, not less than for the intellectual, welfare of each boy what a thoughtful parent most wishes to have done. Contributing to this end are the location of the school, removed from the temptations and distractions of town or city; the fineness of the climate, the excellence of its buildings and other equipment, and the beauty and extent of its grounds, with the wide range of foothills surrounding them. We are glad to have our patrons and graduates consulted. For catalogue, booklet and further specific information address the head master, W. T. REID, A. M. (Harvard)

Fall term begins Aug. 14th.

## Cheaper Than Renting

The Live Oak and Sunset Colony Farms in Sutter County, Sacramento Valley, California, are now offered on our EASY PAYMENT PLAN, one-fourth down, the balance spread over ten years.

If you want to apply all the profits each year on the purchase price, you can easily have a deed to your own farm, worth then several times what it cost you, all paid for out of the crops within five years or less. But you NEED pay us only ONE-TENTH each year and use the balance as you see fit.

If you prefer, and as an absolute guarantee of what our lands will produce, we will sell you one of our farms on one-fourth down, the balance from ONE-HALF THE CROPS each year. NO CROPS, NO PAY.

FREE government reports on the soil, irrigation system, climate and markets of our colonies. Also maps and booklets.

The most liberal offer ever made to secure a farm in California.

For the whole story address  
SACRAMENTO VALLEY FARMS CO.  
Live Oak, Sutter County, California  
General Sales Office



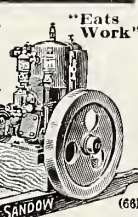
JOHN M. WALKER  
Of the Humphrey Commission Company  
Denver, Colorado  
Presiding officer at recent Western Fruit Jobbers' Association, Sacramento, California

THE Humphreys Commission Company, established in 1887 by Messrs. Humphreys and Wolf, and incorporated in 1900, has a capital stock of \$75,000, is a wholesale dealer in foreign and domestic fruit and produce, and has its commodious premises consisting of three stories and basement located at 1516-1522 Market street, Denver, Colorado, in the basement being room for the ripening of bananas by warm air currents. The company has a large force of employees and retains the services of seven experienced and able traveling salesmen. It has a very extensive trade and a very desirable class of patrons, not only in the city of Denver, but throughout the states of Colorado, Wyoming, New Mexico, Arizona, Kansas and Nebraska; in fact, two-thirds of the company's immense trade is with merchants outside of the city. The company deals in domestic fruits and produce and also receives large shipments of choice fruits from California, Old Mexico and Florida. The president of the corporation is Mr. John M. Walker, a man known and esteemed in the commercial world, and who is now president of the Western Fruit Jobbers' Association.

## Let SANDOW Run It!

### Wonderful Work Engine

Farmers and Shop Owners, Stop Sweating! A few dollars gets this grand little work engine, complete and ready to run Cream Separators, Corn Shredders, Grist Mills, Feed Mills, Dynamos, Printing Presses, etc., etc. Gives a lifetime of steady service! All Sizes: 2 to 20 h. p. No cranking! No cams! No gears! Only 3 moving parts! Finest construction. Thousands in use. Guaranteed 5 years. Write for Special Introductory Proposition. DETROIT MOTOR CAR SUPPLY CO., 238 Canton Ave., Detroit, Mich.



## Are You A Quality Man?

When you go into a store to get a suit of clothes do you say to the salesman, "I want a good suit of clothes," or "I want a suit of clothes that will cost me about eight dollars"? Is the price your one and only thought, or do you give some consideration to quality? The thought which is uppermost when you go after a suit of clothes is the same one that will be uppermost when you go after nursery stock. We can supply you with nursery stock of unquestioned superiority, at a price which will please you. If you are the "Quality" man, you want our catalog, and we want your business. Let us show you what we have.

### WE NEED MORE SALESMEN

If you can sell trees, we want you with us, and you want us with you.

## Toppenish Nursery Company

Toppenish, Washington

Unsurpassed nursery stock grown in the famous Yakima Valley

Almost the whole world knows of Hood River as a place that produces the best fruits, and all of Hood River Valley should know, and could know, that there is one place in Hood River, under the firm name of R. B. Bragg & Co., where the people can depend on getting most reliable dry goods, clothing, shoes and groceries at the most reasonable prices that are possible. Try it.

Editor Better Fruit:

Find enclosed my personal check for one dollar in payment of one year's subscription to "Better Fruit." I wish to compliment you on the high quality of your magazine. It is certainly a credit to its editor and to the great State of Oregon. Every fruit grower should have it. I always look forward with pleasure to receiving it. Sincerely yours, O. R. Sterling, Idaho Falls, Idaho.

## Joseph Flaherty

65 Twenty-First Street

PITTSBURG

## Box Apples and Pears

OUR SPECIALTY

## DISTRIBUTORS

and handlers of Apples, Peaches, Plums, Grapes, Pears, Etc., Etc.

Write to C. H. WEAVER & CO.

65-67 West South Water Street  
Chicago, Ill. We offer honorable capable, responsible, experienced service. Established in 1863



## PERFECTION OF THE ROSE REACHED IN OREGON

A COUNTRY-WIDE discussion is going on as to what constitutes a perfect rose. A recent editorial in the Sunday Oregonian is so apt that we take pleasure in printing it in full:

A timely article in conjunction with Portland's Annual Rose Festival, now but a week off, appears in the current number of Everybody's Magazine, under the head, "The Quest of the Perfect Rose." Daintily illustrated and written by an enthusiast in rose culture, this article is a seasonable embellishment of the pages which it covers as well as a timely presentment of the queen of flowers, so soon to hold sway over Portland streets.

"The perfect rose!" exclaims one of our local devotees at the shrine of the queen of this coming carnival. "We already have it. Look at Caroline Testout!"

"Nay," exclaims another, "look at Viscountess Folkstone," and yet another and another claims perfection for La France, and Richmond; for Lady Battersea and Duchess De Brabant; for Marie Von Houtt and Catherine Mermet; for Maman Cochet and Madame Alfred Carriere. And so on and on through a list of floral queens arrayed in shell or silver pink; in gorgeous crimson, in tints of sunset and gold, or in purest white, each and all of whom will hold court in the hearts of citizens of Portland during the week beginning June 5.

To be sure, we need a few days of sunshine, warm and bright, to bring our roses to perfection; but we need no new types of roses, no new variety or "sport" of any type in order to be able to show perfect roses by the thousands and tens of thousands in early June days.

We are told that the "blue rose" is the dream of rose breeders and hybridists. Here the question, "Why should anybody want a 'blue rose'?" is pertinent. "Of course," comes the answer, "there is nothing beautiful about a blue rose. The effort to produce it is simply one of those strivings for the always desired—for the impossible."

With this explanation we can afford to drop the "quest of the perfect rose," feeling sure that it is pursued, not because we have not already perfect roses in abundance, perfect in form, fragrance, tints, habits of growth, vivid coloring and profusion of bloom, but because of the unappeasable desire to produce something new or quaint, or striking, that will serve to show man's power in the domain of Nature.



THE second precooling station of any importance in the United States will be established in Salem, Oregon, during the next two months by the federal government. A. W. Dennis and his wife have arrived there to take up the work. He is connected with the Department of Agriculture. The object of the station is to give instruction in the science of precooling fruit by doing away with the old system of refrigeration. Fruit precooled withstands the hardships of a long journey to Eastern markets much better than when handled under the old process. Wide experimentation has been carried on successfully along these lines on the Pacific Coast, and experts believe it will be equally successful, if not more so, under the Department of Agriculture's officers.

## O. W. Butts

Wholesale Fruits and  
Commission

**Strawberries and Apples Our  
Specialty**

A strong house—Pioneer dealer of  
thirty years' experience

OMAHA, NEBRASKA

## THE Lawrence-Hensley Fruit Co.

JOBBERS OF

Fruits and Vegetables, and  
Apple Packers

Largest Strawberry Dealers  
in the West

DENVER, COLORADO

### Editor Better Fruit:

Since I began receiving personal letters from you I have had a strong desire to meet you personally, and it would appear that you are one of the men who has met difficulties, obstacles and adverse conditions and overcome them. Some of us are destined to have many heavy storms during our lives. Any fool man can do the ordinary things, but it takes the man of red blood, brains, energy and an accurate insight of human nature to produce as magnificent a magazine as "Better Fruit." In a limited way I know what difficulties you have had to encounter to bring the magazine up to the present state of perfection, and "I take off my hat to you," and the first opportunity I get I am coming to Hood River and do myself the honor of having a chat with you. Very truly yours, M. C. Miller, Ashland, Oregon.

## C. C. EMERSON & CO.

Wholesale

**FRUIT and PRODUCE**

Car Lot Distributors

Apples Pears Peaches

Potatoes Onions

ST. PAUL, MINN.

## Ginocchio-Jones Fruit Co.

KANSAS CITY, MO.

**APPLES**

are our main Specialty

Established in Kansas City 25 years

## Gilinsky Fruit Company

Wholesale Jobbers of

**FRUITS and  
VEGETABLES**

1017 Howard Street OMAHA, NEB.

Telephone 763

# F. BORDER'S SON CO.

THE PIONEER BOX APPLE HOUSE OF

## BALTIMORE

THE GATEWAY OF THE SOUTH

We represent the leading Pacific Coast shippers, including Mutual Orange Distributors, Stewart Fruit Co., San Joaquin Grape Growers' Association and others



# We Want to Correspond

with some of the up-to-date shippers and packers of fancy apples in your section. We have a market for fancy apples that is second to none in this country, and believe it will be to your advantage to get acquainted with us and this market.

*We want to do business only with those who put up a well packed box, and who will respect grades.*

## H. B. FISKE & CO.

51-59 Dyer Street

PROVIDENCE, RHODE ISLAND

### HOW TO SELECT FRUIT LAND IN THE NORTHWEST

PROFESSOR W. S. THORNBUR, WASHINGTON AGRICULTURAL COLLEGE

THE large amount of money that is annually being invested in fruit lands in the Pacific Northwest and the multitude of people who are depending upon fruit crops to make their place in life easier and more pleasant, or wholly to support them, makes this phase of fruit growing one of the most important to consider before buying or permanently locating.

The vital and most unfortunate phase about this problem is that a multitude of buyers are blindly buying land, planting orchards and attempting to grow fruit regardless of the adaptability of such lands or the varieties of fruit suited to their conditions.

The only redeemable feature is that the apple will successfully grow on a great variety of lands and under more uncertain conditions here in the West than in most American districts, nevertheless failure and loss can only result from acres of heedless, unguided planting. This is already apparent in some of the fruit districts of the state.

The average buyer, if reasonably familiar with the elementary principles of agriculture and horticulture, need not make a serious mistake in selecting his orchard site if he will constantly keep in mind the common fruit growing determinants of the Pacific Northwest. Should he lose sight of these he may blindly succeed or miserably fail.

The orchardist, like every other group of men, have sharks as well as honorable men in their ranks, and so in making a purchase it is quite necessary that you know your man as well as your land.

In starting out to select a piece of land one should be provided with a good sharp spade, a few strong paper sacks and a note book. It is better to examine the soil while it is dry than wet, as wet soil always looks richer and better to the average man than it really is.

Factors to considered: 1. Poorly air-drained lands. 2. Poorly water-drained lands. 3. Railroad or boat transportation facilities. 4. Local transportation conditions. 5. The probabilities of sufficient fruit to make unions feasible. 6. The depth and fertility of the soil. 7. The presence of hardpan, shale or solid rock. 8. The presence of "marl" sub-soil. 9. The chances of alkali. 10. The so-called sour or acid soil. 11. Windy exposures. 12. A pleasant place in which to live.

While it is a fact that refrigerator cars and fast fruit trains have shortened distances and saved time, yet one should carefully consider the opportunities open for the moving of crops from any particular valley before he finally locates for the growing of fruits. One transportation company is a good thing, but two or more are far better, for at least two reasons, i. e., the rapidity with which the crops can be moved and the wider range of markets reached by two or more

"Northwest"  
trees  
are best

"Northwest"  
trees  
are best

We have for the coming season a complete line of

#### NURSERY STOCK

Including everything handled in the nursery line

Write for our new prices and catalog

**NORTHWEST NURSERY CO.**  
North Yakima, Washington

**AGENTS WANTED**

## Dore-Redpath Company

Wholesale Fruits, Vegetables  
and Produce

Peaches, Pears and Box  
Apples Our Specialty

Get acquainted with us

St. Paul, Minnesota



**CARLOT DISTRIBUTORS  
OF**

**BOX APPLES**

**Box Pears      Box Peaches**

Largest handlers of box fruit in this territory. Best modern storage facilities. Reliable market reports.

Top Prices  
Prompt Returns

**E. H. SHAFER & CO.**  
508 Columbia Building  
Louisville, Kentucky

Members of the International Apple Shippers  
Association

We use Revised Economy Code

**The F. J. Pomeroy Co.**

84 DETROIT ST.      Milwaukee, Wis.  
Branch at Medina, N. Y.

RECEIVERS AND DISTRIBUTORS

**Apples, Fruits, Potatoes  
Melons and Cabbage  
Provisions and Grain**

CAR LOTS A SPECIALTY

We handle 200 carloads of Apples and  
better per Season

roads at little or no extra expense. A promise of a road is a good thing, but the road should be sure before planting large quantities of soft or small fruits, as it is impossible to haul large quantities of these crops any distance by wagon and then ship them by rail or boat.

The wagon roads of a district must also be good if the best results are to be secured. Five miles over the average wagon road is the limit for thin-skinned apples, pears and peaches, and half this distance over a stony mountain road is much too far for the best results with distant markets.

The problem of winter injury and cold enters into the consideration of fruit lands in the Pacific Northwest only in respect to newly transplanted trees in some of the districts or lands far into British Columbia, where the extremes of temperature are much more marked than is ordinarily the case west of the Rocky Mountains. When the bearing fruit trees are properly ripened up in the fall, and the tillage and irrigation has been reasonably applicable to the conditions, this factor need not be considered.

The most serious temperature problem that we have is the late spring frosts, which occasionally kill the crop just as the trees are in blossom. Some districts are more subject to this than others. If the temperature records are available anyone may judge for himself, but if they are not the would-be buyer must resort to other means in securing this information.

The more common way is to visit the homesteaders or old settlers of the district and try to get at the facts of the case. This is usually difficult, as I have yet to find the district where the homesteaders welcome the coming of the fruit grower, because it means the shutting up of stock and cutting up of the big farms, and so the information gained in this manner is unsatisfactory and frequently misleading.

If there happens to be an old farm orchard of many varieties (and these orchards are variety tests in themselves) go to that, better in the fall if possible, but at any rate examine the fruit scars. It is comparatively easy to tell whether the trees have been bearing crops annually, every other year or never. Apple trees are good for this test, but pears are better. If they show a uniform lot of large scars the chances are they have produced good annual crops; if one age of scars are large, another small and still another large, the crops are sometimes good and sometimes not good, but if they are all small the probabilities are that frost catches them annually.

◆ ◆ ◆

*Editor Better Fruit:*

The results from our advertisements in "Better Fruit" last season were so satisfactory that we wish to advertise with you again this season. We have made some small, but we think valuable, improvements which it will take a new cut to show up properly. Owing to delays in receipt of materials we have not been able thus far to get a machine ready for the photographer, although we have several hundred in different stages of construction. "The Edgemont Lid Press will be better than ever the coming season." H. Platt & Sons, Como, Montana. \*

# The Fruit Marketing Question Solved

Numerous articles have been published recently covering the matter of a suitable solution of the important question of properly marketing the rapidly increasing fruit crop. Many ideas have been advanced which theoretically appeared feasible, but practical demonstration has proven that the real solution of this problem is to place the fruit in the hands of thoroughly equipped marketing experts who make a specialty of this feature of the fruit industry.

We have conducted a car lot distributing business for the past number of years, and by honest dealing, coupled with good judgment, have made a success. This season we are even better equipped, having added to our staff several fruit salesmen whose ability cannot be questioned, and we are now in position to offer to growers and shippers a fruit marketing agency second to none.

One of the largest new accounts which we have obtained this year is that of the Grand Junction Fruit Growers' Association, of Grand Junction, Colorado. This association is the most successful growers' organization in the country today, and they have been doing their own marketing for the past fifteen years, but they realized that better results were possible by turning this part of the business to a reliable marketing agency, thus giving their management opportunity to confine their efforts to the matter of grading, packing, loading and shipping the fruit. It was natural that they should select the very best agency doing business today, and a contract was signed with Denney & Co. of Chicago.

We will have a thoroughly equipped office located in Omaha, Nebraska, in charge of Mr. H. G. Fletcher, ex-assistant manager and general Eastern agent of the Grand Junction Fruit Growers' Association, covering the territory west of the Mississippi River and the South. Our general office, located in Chicago, in charge of Mr. John Denney, whose ability as a fruit distributor is well known, together with competent representatives located in all of the principal markets, giving us the opportunity of taking advantage of the very best markets at all times, we are in position to offer shippers and growers the very best service that marketing science can produce. We invite investigation as to our ability and integrity and solicit correspondence as to our manner of doing business and terms.

## DENNEY & CO.

193 South Water Street

CHICAGO, ILLINOIS



(INCORPORATED)  
**SCALZO-FIORITA FRUIT CO.**

ST. LOUIS, MISSOURI

Headquarters for  
 Box Apples  
 Oranges, Lemons

**P**RUNES  
 PEARS  
 PEACHES

Largest Fruit and Produce House in America  
 70,000 Square Feet of Floor Space  
 Members Western Fruit Jobbers Association

FORTY YEARS IN BUSINESS

Correspondence invited with associations and individual growers desiring first-class connection in St. Louis. Auction facilities unequalled. Will buy outright or handle consignments, private sale or through St. Louis Fruit Auction.

References: Franklin Bank, Dun and Bradstreet, any wholesale fruit house in the country.



PROMPT

SAFE

RELIABLE

**LINCOLN, NEBRASKA**  
**J. GRAINGER & CO.**

ESTABLISHED 1887

WHOLESALE FRUIT MERCHANTS

Extensive Dealers in Extra Fancy Washington and Oregon

**Apples, Pears, Peaches, Plums, Prunes**

Managers of Associations will do well to correspond with us

REFERENCES

"Better Fruit"  
 First National Bank, Lincoln, Nebraska  
 Corn Exchange National Bank, Chicago, Illinois  
 Chatham & Phoenix National Bank, New York, N.Y.

**J. H. Bahrenburg, Bro. & Co.**

103-105 Murray Street New York City, N. Y.

WE ARE PREPARED TO HANDLE YOUR SHIPMENTS OF APPLES  
 in Foreign or Domestic Markets

Our representatives in foreign markets are merchants with whom we have been associated in the apple business for a great many years, and whose ability we have learned to know.

We are also prepared to offer you

THE BEST STORAGE FACILITIES TO BE HAD  
 in New York State as well as in New York City

For any further particulars, write the above address.



DISTRIBUTORS

For Shippers and Associations

**Green and Dried Fruits**

Unlimited Storage Facilities

Correspondence Solicited

Indianapolis, Indiana



ESTABLISHED 1866

# A. B. DETWILER & SON CO.

Commission Merchants and Wholesale

**Fruiterers—Foreign and Domestic**

246 South Front Street and 117 Dock Street, PHILADELPHIA

APPLES—CALIFORNIA, YORK STATE  
FLORIDA, WEST INDIA, MEDITERANEAN FRUITS

# Rae & Hatfield

317 Washington Street, New York

**Largest Handlers of Pacific Coast Fruits in the East**

REPRESENTING THE FOREMOST WESTERN SHIPPING COMPANIES AND ASSOCIATIONS  
ON THE NEW YORK MARKET

*Operating in All Producing Sections*

**RELIABLE                      EXPERIENCED                      PROMPT**

# L. S. Donaldson Company

MINNEAPOLIS, MINNESOTA

**Car Lot Dealers in High Grade  
Fruits of All Varieties**

WRITE  
OLIVER D. HEFNER, MANAGER AND BUYER  
FOOD AND FRUIT MARKET

# APPLES!

We want the best the market provides

# FLIEGLER & CO.

ST. PAUL, MINNESOTA

Members St. Paul Board of Trade

Let us keep you posted on the St. Paul market  
It will pay you

**We Want all Shippers of Green and Fresh Fruits to Write Us**

Auction Facilites Unequalled by any House in America

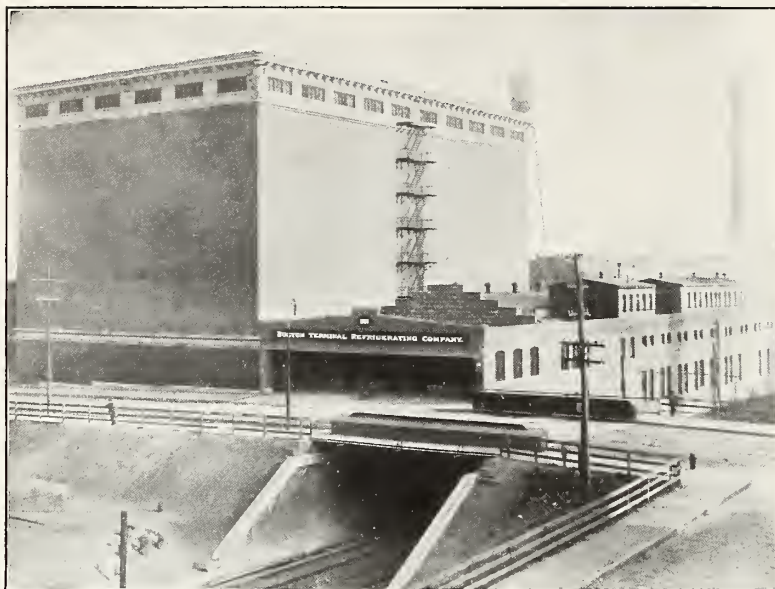
# THE B. PRESLEY CO.

ST. PAUL, MINNESOTA

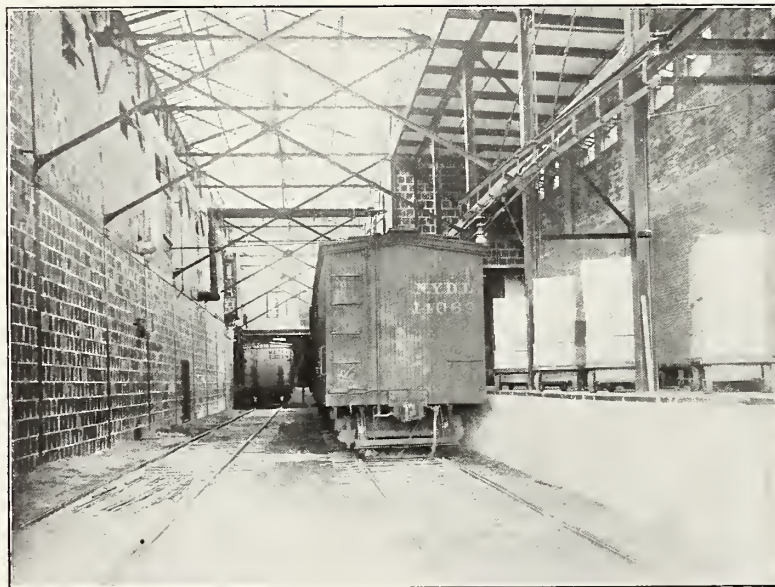
# WHOLESALE FRUITS

We handle thousands of cars of fruit yearly, Apples, Pears, Peaches, Prunes, Etc.





Boston, in addition to its increasing consumption of Western box apples, is looming up as a superior point for the export of fruit. Handlers who have transferred their point of storage and ultimate export to Boston are loud in their praise of the facilities offered there and freely express themselves to the effect that they will not return with their business to New York or any other seaboard point. After a personal inspection of the situation at Boston, we are convinced that our readers should be informed in regard to the export facilities there and are producing herewith two pictures of the Boston Terminal Refrigerating Company's superb building, situated at Grand Junction Wharves, East Boston, Massachusetts. One view shows the exterior of the building and the other the inside of the train shed, where the goods are unloaded absolutely under cover. Goods when exported are loaded into cars switched directly into the docks adjoining, where again they are unloaded under cover into the steamers, providing the most perfect export facilities for the handling of perishables known in this country, and facilities which will be readily appreciated by all the large handlers of apples.



## SUCCESSFUL LAND CLEARING BY CHARPIT PROCESS

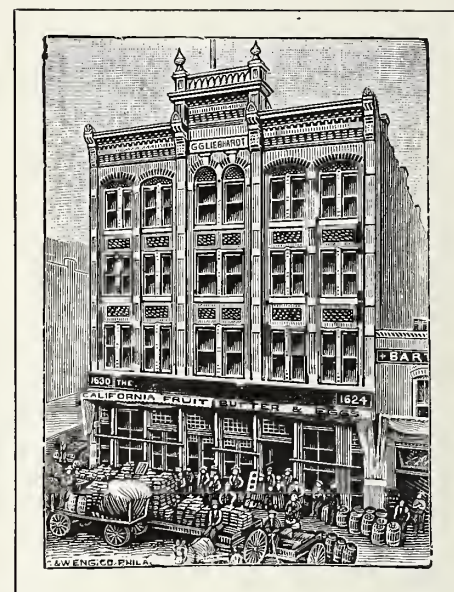
**T**HE announcement in positive form that an end has been put to the time-honored blast-and-sweat way of clearing fertile Oregon stump land has proved a great drawing card. Many prospective buyers have in past years been shy of these stump lands because of the vast amount of labor and expense involved in preparing the land for production. Now with a method at hand which solves that century-old problem, interest in prime raw lands gives promise of reviving on a broad scale and bringing about a brief era of cheap producing lands.

One of Oregon's pioneer farmers has this to say of the "new-old" process:

"We find that charpitting is cheap, economical and effective in every way. We have not had a single failure in charpitting. We get rid of the biggest stumps in the district for fifty cents, or never more than sixty cents each. What such a method means to the poor man who wants to get hold of a good producing area and who can hardly afford to pay the price asked for land cleared by donkey engines and dynamite, is obvious. I find charpitting not only cheap and effec-

tive, but rattling good sport. There's a fascination in pitting your skill against a five-foot giant stump, and putting it out of the way without much exertion. It is a very simple process; anyone can learn it thoroughly in a few hours, and by using this method the man with a strip of prime raw land can clear it at his convenience and without expense. Our purpose in promoting the charpit method is to do away with the terror so many people have of buying raw lands when they know the fearful labor involved in clearing them by the old methods. I believe that the fact of the charpitting discovery should be heralded far and near for the benefit of the entire state and the Northwest in general. Then scores of people of limited means who look at raw lands and pass on because they can't afford to buy cleared lands or clear raw lands with dynamite and donkey engines, will avail themselves of the new opening."

◆ ◆ ◆



**T**HE Lawrence-Hensley Fruit Company commenced business January 1, 1907, succeeding to the business and good will of the Liebhardt Fruit Company, which had been in continuous and successful operation since 1881. During this period the Lawrence-Hensley Fruit Company has established a reputation second to none for progressiveness and fair dealing, and is a leader in this line in the Rocky Mountain region. It is the only house in Denver that has handled the celebrated Hood River strawberries each year, and it is well and favorably known throughout the Northwest and especially in Hood River.

◆ ◆ ◆

*Editor Better Fruit:*

Enclosed find check for one year's subscription to "Better Fruit." Your sample copy appealed to me very much. As I intend to take up residence in Hood River shortly and "fruit ranch" I feel that I cannot afford to refuse the service of an advance friend like your magazine. Yours very truly, L. G. Nicolai, Washington, D. C.

◆ ◆ ◆

*Editor Better Fruit:*

Am sending herewith check for one dollar to renew my subscription to the best fruit journal published at the present time—the one that leads and is in a class of its own. I consider it by far the best fruit paper of my acquaintance. Yours for better fruit, H. L. Beaty, Heyburn, Idaho.



# John B. Cancelmo

PHILADELPHIA, PENNSYLVANIA

LARGEST DEALER  
IN BOX APPLES  
ON THIS MARKET

Philadelphia Supplies

WITHIN A RADIUS OF ONE HUNDRED MILES

Over Ten Million People

Make Your Arrangements Now  
Cold Storage Facilities Unexcelled

We represent some of the largest fruit  
shipping concerns in the world

Do Not Overlook the Philadelphia Market



## THE NORTHERN PACIFIC RAILWAY'S APPLE PRIZE

**P**RESIDENT HOWARD ELLIOTT of the Northern Pacific Railway has offered twenty-five twenty-dollar gold pieces to the apple grower who will exhibit the best twenty-five boxes of apples of any variety or varieties at the American Land and Irrigation Exposition, to be held in Madison Square Garden, New York, November 3 to 12, 1911. The contest is limited to bona fide growers or proprietors of orchards, anywhere in the world.

In addition to this President Elliott has also allotted 160 acres of land in Montana, near the station of Terry on the Northern Pacific, as a gift to be awarded to some one of the visitors at the exposition on a day to be designated by the management of the show. The visitors on that day will each be given a numbered coupon, and at the close of the

day's events a drawing will be made, the one holding the lucky number to get the land. Other land will also be donated by several large land companies.

Besides the Northern Pacific prize for apples there are a number of other prizes offered for the best exhibits of grain and other products. The Northern Pacific has issued a circular describing fully all of the prizes and the necessary procedure for contestants to follow. A copy of this circular will be sent to any one interested upon application to the general passenger office of the road in St. Paul.

Editor Better Fruit:

You are certainly to be congratulated on the fine showing that you are making with "Better Fruit" and we wish you all the success a man can have. In holding up your paper to ninety-six pages you are doing a piece of work that is hard to equal, and there is now no doubt but that you have the leading fruit paper in the world. Sincerely, Clinton L. Oliver, Denver, Colorado.

## CHAS. W. WILMEROOTH

DEALER IN AND DISTRIBUTOR OF

## APPLES AND PEARS

102 THIRD STREET

PORTLAND, OREGON

If you have fruit to sell correspond with me

PACIFIC COAST REPRESENTATIVE

Simons, Jacobs & Co., Glasgow  
J. H. Lutten & Son, Hamburg  
Garcia, Jacobs & Co., London  
Olivit Brothers, New York

Simons, Shuttleworth & Co., Liverpool and Manchester  
Simons, Shuttleworth & French Co., New York  
Stewart Fruit Co., San Francisco and Los Angeles



MODERN

## COLD STORAGE

with every facility for handling and storing

## Apples, Fruit, Produce

at any temperature desired.

Finest market and distributing point in the Northwest  
Write for terms

## De Soto Creamery and Produce Co.

Cold Storage Department

MINNEAPOLIS, MINNESOTA

## LEO UJFFY

New Orleans, Louisiana

Successor to

APPEL & UJFFY

The largest wholesale exclusive  
Fruit and Fancy Vegetable Firm in the South

IMPORTERS, RECEIVERS, JOBBERS AND  
COMMISSION MERCHANTS

Correspondence solicited

Announcement to  
British Columbia  
Fruit Packers

Realizing the difficulty that our British Columbia customers have had in securing the genuine

PEARSON

## CEMENT COATED NAILS

for use in their fruit boxes, we are pleased to announce that we have appointed the well known firm

Vernon Hardware Co., Ltd.

Vernon, B. C.

as our Sales Agents. They will carry a full stock of our well known Box Nails and they will always be in a position to furnish them at the lowest market rates.

## The PEARSON Coated Nail

is recognized as the world's standard for fruit boxes. They drive easier, pull harder, and will not split the shank. Keg for keg, they cost less than the common kind.

Thanking you in anticipation of your giving the Vernon Hardware Company your orders, we are,

Respectfully yours,

J. C. PEARSON CO.

315 Monadnock Building  
SAN FRANCISCO, CALIFORNIA

P. S.—On receipt of four cents in United States postage stamps to cover the cost of mailing we will send you free of charge a Pearson Nail Puzzle which will afford you considerable amusement.

We make a specialty of

## Western Fruits

APPLES, PEACHES  
PLUMS AND PEARS

We have our representative in field

The Callender - Vanderhoof Co.

113 North Sixth Street  
MINNEAPOLIS, MINNESOTA

BEE  
HIVES

WE ARE WESTERN AGENTS FOR  
A. I. ROOT CO.'S BEE SUPPLIES

—the recognized standard of excellence. Also a complete line of "Diamond Quality" Eastern and Western Pine and Cedar Hives.

We can therefore equip you with everything for the profitable and successful handling of bees. Send at once for our complete illustrated Bee Supply Catalog No. 203.

Italian Bees hived up ready for work. Strong colonies in dove-tailed hives for immediate delivery

ORDER NOW



PORTLAND SEED  
COMPANY

PORTLAND, OREGON



# NEWPORT

## YAQUINA BAY

OREGON'S POPULAR BEACH RESORT

An Ideal Retreat for outdoor pastimes of all kinds. Hunting, Fishing, Boating, Surf Bathing, Riding, Autoing, Canoeing, Dancing and Roller Skating. Where pretty water agates, moss agates, moonstones, carnelians can be found on the beach. Pure mountain water and the best of food at low prices. Fresh fish, clams, crabs and oysters, with abundance of vegetables of all kinds daily.

Camping Grounds Convenient and Attractive

WITH STRICTLY SANITARY REGULATIONS



## LOW ROUND-TRIP SEASON TICKETS

from all points in Oregon, Washington and Idaho on sale daily.

## Three-Day Saturday-Monday Tickets

from Southern Pacific points Portland to Cottage Grove; also from all C. & E. stations Albany and west. Good going Saturday or Sunday and for return Sunday or Monday

Call on any S. P. or C. & E. Agent for full particulars as to fares, train schedules, etc.  
also for copy of our illustrated booklet, "Outings in Oregon," or write to

WM. McMURRAY  
General Passenger Agent  
Portland, Oregon



## FUTURE HOG RAISING IN THE PACIFIC NORTHWEST

BY R. B. MILLER, TRAFFIC MANAGER, O-W. R. & N. CO.

THE prime factor of agricultural prosperity is the hog. The State of Oregon and in fact the entire territory served by the lines of the Oregon-Washington Railroad & Navigation Company and the Southern Pacific Company in the Pacific Northwest offer exceptional advantages for hog raising, not only because of climatic and soil conditions, but because of the close proximity to the large consuming markets on the Pacific Coast. The demand for the product of live stock and the dairy is a large and

growing one, and even now it is necessary to draw on the Eastern states to supply actual necessity. Packing house products are moving in large quantities from the East to the entire Pacific Coast region. We do not raise sufficient hogs in this territory to meet local requirements, and the Portland and Puget Sound packers alone are expending two million dollars annually for live hogs which they are obliged to secure in Nebraska and the Middle West. The Pacific Northwest country is capable of supporting suffi-

cient live stock to fully satisfy home consumption, and enable our farmers to engage in the production and shipment of stock on an extensive scale.

Hog raising is a profitable business. The richest and most prosperous communities are those that are engaged in that industry. The returns are regular and frequent. A start may be obtained with small capital, and with a well bred type of hog and intelligent handling the industry will grow into large proportions. The profits begin to come in soon after the first outlay, and they are continuous the year round, and not dependent upon any particular season. Nor are hogs affected by frost or other adverse conditions of climate that may result disastrously with other crops, such as grain and fruit. That section in which diversified farming is practiced is immune from drouth, crop failures, or the financial depression which follows short or damaged crops or is the result of adverse market conditions.

The ideal in agriculture is attained when the raising of stock for market is recognized as a necessary adjunct to every farm. A permanent fertility of the soil is a matter of the greatest concern, and it can be accomplished in the most economical manner through the raising of stock. Hog raising will in due time become one of the principal vocations in our Northwest country, and will not only add that much to the value of its products, but will provide a means of maintaining its prosperity at times when other sources may fail. In the interest of the general welfare, the Oregon-Washington Railroad & Navigation Company and the Southern Pacific Company have considered it the part of wisdom to foster and encourage the industry in every practicable way. Not a small part of the success to be obtained in swine culture is dependent upon the intelligent and consistent care and feeding of the animals, and these matters have been featured in an extensive booklet recently issued by the above named companies devoted to hog raising. It has been published for free distribution, and will be found to be of a practical value to farmers and others interested. It will be mailed free to any one upon application to Mr. Miller.

# The PACIFIC MONTHLY

has just closed the most successful and prosperous year in its history. We want to make 1911 even more successful than the year just passed. We want *your* name upon our subscription list. Here are a few facts which will help you to decide the question of subscribing.

¶ The Pacific Monthly is recognized as the most successful independent magazine in the West. It publishes each month artistic and unusual duotone illustrations of beautiful Western scenery, studies of Indian heads, or of animal life, ranging from Alaska, on the North, to Mexico on the South, and as far afield as Japan and the South Seas. From its striking cover design to the last page you will find a feast of beautiful pictures.

¶ Each month it publishes from five or six short stories by such authors as Jack London, Stewart Edward White, Harvey Wickham, D. E. Dermody, Seumas MacManus, Fred. R. Bechdolt, and other well known writers of short stories. Its stories are clean, wholesome and readable.

¶ Each month one or more strong articles are published by such writers as William Winter, the dean of dramatic critics, John Kenneth Turner, the author of "Barbarous Mexico", Rabbi Wise, the noted Jewish Rabbi, and John E. Lathrop, who contributes a non-partisan review of national affairs. Charles Erskine Scott Wood contributes each month under the title of "Impressions" a brilliant record of personal opinion.

¶ The Pacific Monthly has become noted for having published some of the best verse appearing in any of the magazines. Charles Badger Clark, Jr., contributes his inimitable cowboy poems exclusively to The Pacific Monthly. Berton Braley, George Sterling, Elizabeth Lambert Wood, Wm. Maxwell, and other well known poets are represented by their best work in our pages.

¶ A feature that has won many friends for The Pacific Monthly has been our descriptive and industrial articles. During the coming year one or more such articles will be published each month. Articles now scheduled for early publication are: "Money in Live Stock on the Pacific Coast", "Success with Apples", "Nut Culture in the Northwest", "Success with Small Fruits", "Fodder Crops in the Western States".

¶ In addition to these articles the Progress and Development Section will give each month authoritative information as to the resources and opportunities to be found in the West. To those who are planning to come West, the descriptive illustrated articles on various sections of the West will be invaluable.

¶ If you want a clean, fearless, independent magazine—one that will give you wholesome, readable stories, authoritative, descriptive articles of the progress being made in the West, a magazine that believes thoroughly in the West and the future destiny of the West—you will make no mistake in subscribing for the Pacific Monthly. Its subscription price is \$1.50 a year. To enable you to try it for shorter period, however, we will give a trial subscription of six months for \$0.50.

¶ Fill out the coupon below and send it with \$0.50 in stamps to The Pacific Monthly Company, Portland, Oregon.

THE PACIFIC MONTHLY COMPANY  
Portland, Oregon

Gentlemen:—Enclosed find fifty cents in acceptance of your special offer of a trial subscription for six months.

Name .....

Address .....

Editor Better Fruit:

Please let us know what the price per annum of your publication, "Better Fruit," is, together with postage to Great Britain. Yours faithfully, Herbert W. Stevens, Portadown, Ireland.



THE WOOD WASTE DISTILLERY COMPANY, (INC.)

Free Farmers' Circular No. 9

REPLYING to your recent request for more information relating to industrial alcohol from wood waste and farm products and the simple distilling apparatus that does the work as easily as a corn mill. If interested, read carefully; it will bring you the biggest returns of the year. Take a wash boiler and cook sawdust just as you would potatoes. Pour the juice in a wash tub, then ferment with two cents' worth of yeast, lukewarm. Fermentation sets in and alcohol is formed. One hundred gallons of this solution will distill, if rich pine sawdust is used, as follows: Sixteen per cent turpentine, 2 or 5 per cent alcohol, and 3 per cent pine oil. It is best to use 10 per cent or more of vegetable waste boiled the same way. It will ferment easier and quicker the more vegetable matter is used, and it makes a larger percentage of alcohol and less turpentine. A farmer's stock food kettle is best for a five-gallon still. It is as easy for you to make alcohol as it is for a woman to bake bread. They don't need any baker or chemist. The distilling is still simpler. A five-gallon tax-free still the government allows for scientific or experimental purposes. It is a thirty-gallon tank still with copper coil superheater attached that makes its own steam. Just before the steam generates, the alcohol goes over first—it's lighter than steam—and passes down to the middle tank called turpentine separator and up around the inner pipe through a larger pipe into the pine oil separator, thence through a water-cooled coil in the barrel through the syphon below at the rate of one gallon per hour. The alcohol is stored in barrels or tanks. Then the light under the superheater is turned off, the thirty-gallon tank still drained off and refilled fresh again; light the superheater and start distilling again, etc., every half hour twenty-five gallons. Once a day the turpentine is tapped out, also the pine oil, and stored separately. Pine oil sells for \$2.10 per gallon. Turpentine and alcohol fluctuate between 46 and 55 cents a gallon in bulk. The price of the five-gallon still is \$135, freight paid; extra stock-food cooker kettle, 25 gallons capacity, costs net \$48 for wood or coal firing; total \$183 delivered. The still, packed in three parts, weighs 320 pounds, the kettle 160 pounds, making weight of shipment 480 pounds boxed.

If you are interested in this industrial alcohol business and its amazing productiveness in dollars and cents, tax free and simple as a corn mill, free as a motor, and almost automatic, so a boy can operate it, no license, no red tape, only a permit free—the government freed the five-gallon stills for scientific and experimental purposes as a forerunner for larger plants.

The spirit-yielding material in vegetable matter is its fermentable contents. It has been demonstrated that 100 pounds of the following farm products will produce alcohol in the following quantities: Rice, 46 per cent, equal to 6 wine gallons, 190 proof; rye, barley, spelt corn and sorghum seed, 40 per cent, 5 gallons; Irish potatoes, 12 per cent, 1 1/2 gallons; cassava, 20 per cent,

2 1/2 gallons; artichokes, 1 1/4 gallons; sugar beets, 16 per cent, 2 gallons; sorghum or sugar cane, 32 per cent; waste molasses, 46 per cent, 6 gallons; grapes, 2 1/2 gallons; bananas, 2 gallons, and other fruits 10 to 15 per cent. Corn cobs boiled the same as you would potatoes yield 18 per cent; rich pine sawdust, 3 to 5 per cent alcohol, with 16 per cent turpentine and 3 per cent pine oil; sisal hemp juice, 25 per cent alcohol of 190 proof.

A five-gallon tax-free distilling denatured outfit consists of a thirty-gallon galvanized still with five-gallon doubler, a ten-gallon pine oil, rosin oil and turpentine separator, a nine-foot copper coil superheater, twelve-foot coil worm with barrel condenser, one alcohol tester, one saccharometer, one steam gauge, two water gauges, two thermometers with pipes, valves and fittings. Actual distilling capacity, one gallon per hour. Cost \$135. Complete weight, ready for shipment, 320 pounds. Plain and non-technical instructions, blueprints and two books sent with plants.

We reserve the right to withdraw this offer without notice. But this offer is open to you now; to every man who wants a still that will do the work better than any other on earth, and at the rock bottom dealer's price. You can save all of the middle profits now by dealing direct with us.

Price List—	Trust price
50 gallons capacity, cost.....\$ 500	\$2,500
75 gallons capacity, cost..... 750	.....
100 gallons capacity, cost..... 1,000	5,000
200 gallons capacity, cost..... 2,000	10,000
500 gallons capacity, cost..... 5,000	20,000
1000 gallons capacity, cost.....10,000	40,000

Now, then, if you really are interested and we can attract your attention, arouse your interest, create a desire to start you in business, and stimulate your action in giving us your order today, we thank you. Yours very truly, The Wood Waste Distilleries Company, Inc., Frank H. Hartzfelt, Secretary, Wheeling, West Virginia. May, 1911. \*

EVERY fruit-grower in El Dorado County and every man or woman who planted an orchard tract this winter and spring, should not fail to become a subscriber to that superb publication, "Better Fruit." Without any question "Better Fruit" is the best and most carefully edited publication of its sort in the world. It is distinctively Western, and the editor, E. H. Shepard, has been growing fruit for upward of twenty years, and he knows just what problems and perplexities every fruit grower must encounter and overcome. "Better Fruit" is always splendidly illustrated, and from the printer's viewpoint is a work of art. Every issue is brimful of instruction and helpful suggestions for the orchardist, and a subscription to the magazine will be the means of saving you much time, money and annoyance. Send for the "El Dorado Republican" and "Better Fruit" at once.—Republican-Nugget, Placerville, California.

S. E. Bartmess

UNDERTAKER AND  
LICENSED EMBALMER

For Oregon and Washington

Furniture, Rugs, Carpets  
and Building Material

Hood River, Oregon

A Safe Investment

If you are interested in securing a home, or site for a home, in a city where you can spend the declining years of your life in peace and happiness, or if you have money to invest in a city of schools, churches, parks and improvements, where the great railroads of the country have centered and an unequaled harbor offers shelter to the shipping of the world, Seattle gives you an opportunity where steadily increasing values will bring the best results.

We have lots and homes in all parts of the city, ranging in price from \$300 up to \$25,000, as well as farms near the city, which we will sell on easy terms or exchange for farms in any part of the United States. Tell us what you want or have to exchange.

HAZEN CHASE, JR. & CO.

309 American Bank Building, Seattle, Washington

The Hamlin School

A Boarding and Day School for Girls  
Comprising a French School for Little Children, Primary, Intermediate, High School and Post Graduate Departments, Household Economics, Drawing, Painting and Elocution.

Accredited by the University of California, by Leland Stanford Junior University and by Eastern Colleges.

Courses in Singing, Instrumental Music (piano, violin, organ, harp, flute, cello, etc.), Theory and Composition, Harmony, Sight Reading, Musical Dictation, Choral and Orchestral Practice, etc., are offered by the newly formed Music Department.

For particulars in regard to the School, please send for prospectus, and address

MISS SARAH D. HAMLIN, A. M.  
2230 Pacific Avenue San Francisco

# STORAGE

Ship your Furniture to us  
to be stored  
until you are located

## Transfer & Livery Co.

Hood River, Oregon

# D. McDONALD

Hood River, Oregon

Headquarters for  
FARMING AND ORCHARD

# TOOLS

Disc Harrow Extension for  
Orchard Cultivation a Specialty

When you want any kind of Orchard  
Tools come to me and get the Best

# Paste for Labeling

"PALO ALTO" PASTE POWDER

added to cold water, instantly makes  
a beautiful, smooth, white paste.  
Ready for immediate use at a cost  
of ten cents a gallon. No labor.  
No muss. No spoiled paste.

Paste Specialists

## ROBINSON CHEMICAL WORKS

349-351 Eighth Street  
San Francisco, California



# LILLY'S BEST BEE SUPPLIES

Are standard—the best to be  
had for money-making  
purposes. We are  
Agents for Lewis Bee Ware.  
Send for Catalog.  
Most authoritative Bee Book  
issued, 84 pages of definite  
information. Illustrated.

## The Chas. H. Lilly Co. Seattle.

# PORTLAND WHOLESALE NURSERY COMPANY

Rooms 1 and 2 Lambert-Sargeant Building  
Corner East Alder Street and Grand Avenue

PORTLAND, OREGON

# Mills College

NEAR OAKLAND, CALIFORNIA

The only Woman's College on the Pacific Coast. Chart-  
ered 1885. Ideal climate. Entrance and graduation re-  
quirements equivalent to those of Stanford and University  
of California. Well equipped laboratories. Grounds com-  
prise one hundred and fifty acres. Special care for health, out-  
door life. Pres. Luella Clay Carson, A. M., Litt. D., LL. D.  
For catalogue address Secretary, Mills College P. O., Calif

# Drain Tile

Most Important Investment  
for the tiller of the soil

Write for prices and free booklet

## Lang & Bullock, Inc.

601 Beck Building  
PORTLAND, OREGON



## INDUSTRY PROMISES TO BE HIGHLY PROFITABLE

CHEMICAL research has in recent years resulted in the creation of a number of new industries of world-wide importance, but most of these have been of such a nature as to involve the initial outlay of a large amount of capital. This, however, is not the case with the manufacture of industrial alcohol. This product, for which there is a well nigh universal demand, can now be manufactured successfully with an apparatus so inexpensive and so simple to operate as to be within the reach of practically everyone whose business is of such a nature as to furnish the requisite raw materials. As alcohol can be made from a great variety of different products many diversified interests can use the simplified stills needed to manufacture it. Fruit canning companies are said to be the largest buyers of these stills, while saw-mills come second and chemical works next. The making of denatured alcohol is also a profitable industry for varnish makers, chemical wood fiber mills, fruit

growers and packers, paper mills, soap makers, wholesale druggists, oil refineries, distilleries, garbage contractors, cane and beet sugar refineries and many other lines of manufacture.

Chemists have recently shown that sawdust can be made into alcohol, acetic acid, wood naphtha and oxalic acid, not to mention artificial wood and various special products extracted from conifers, birch and some other species of trees. Corn is another highly profitable source of alcohol, a ton yielding ninety-eight gallons of 188-degree alcohol at a net cost, according to official statistics, of a little over nine cents a gallon. Even corn cobs can be utilized in making this product. Firms interested in this new process for utilizing by-products, such as denatured alcohol and wood waste fiber pulp, should write at once for full particulars to Wood Waste Distilleries Company, 1204 McColloch Street, Wheeling, West Virginia.—Dun's International Review.

# LINDSAY & CO. LTD. Wholesale Fruits

HELENA, MONTANA

*Established in Helena Quarter of a Century*

Branch houses: Great Falls, Missoula and Billings, Montana

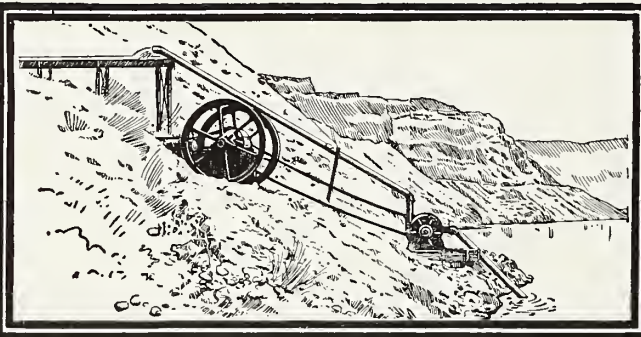
C. M. SHAW

ROY F. DEAN

*Dean & Shaw*

Electrical Supplies and Fixtures  
Scientific Electrical Construction

Home Phone 3 Hood River, Oregon



## Have Your Own Independent — Water Supply System —

**S**OIL that will yield crops with a meager supply of water can often be made to yield two or three times as much with plenty of water. Government experiments have proved this beyond a doubt. Just think what this means—more crops—better crops—the choice of crops—all within your reach with the help of an

## I H C Gasoline Engine

It will guarantee you a sure water supply—in fact a water supply that is even better than rain as you can have as much water as you need at just the right time. You won't have to wait for rain and watch your crops dry up in the field. An I H C engine is dependable and the cost is so small in comparison to what you can make that the extra profits the first year will often pay for it. In addition to your irrigating this same engine can be used for general purposes.

I H C engines are the most efficient and economical power known for pumping, grinding, and other farm work and are made in so many sizes and types that you can get just the engine you want for your special needs.

### I H C Service Bureau

The Bureau is a clearing house of agricultural data. It aims to learn the best ways of doing things on the farm, and then distribute the information. Your individual experience may help others. Send your problem to the I H C Service Bureau.

Vertical type—2, 3, 25, and 35-H.P.; horizontal—1 to 25-H.P.; semi-portable—1 to 8-H.P.; portable—1 to 25-H.P.; traction—12 to 45-H.P.; sawing, pumping, spraying, and grinding outfits, etc. Built to operate on gas, gasoline, kerosene, distillate, or alcohol—air-cooled or water-cooled. See the I H C local dealer, or, write nearest branch house today for our new catalogue.

WESTERN BRANCH HOUSES—Denver, Col.; Helena, Mont.; Portland, Ore.; Spokane, Wash.; Salt Lake City, Utah; San Francisco, Cal.

INTERNATIONAL HARVESTER COMPANY OF AMERICA  
Chicago (Incorporated) U.S.A.

## Rogue River Fruit and Produce Association

Packers and Shippers of  
Rogue River Fruit

Finest flavored—Longest keepers

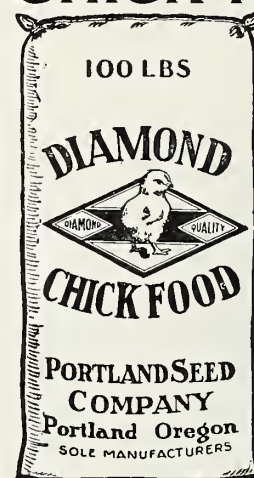
PEARS	APPLES
Bartlett	Newtown
Howell	"Autocrat of the Breakfast Table"
Bosc	Spitzenberg
Anjou	Jonathan
Comice	Ben Davis
Winter Nelis	

TWELVE SHIPPING STATIONS

Modern Economy Code

K. S. MILLER, Manager

## GENUINE "DIAMOND" CHICK FOOD



Produces  
Healthy, Vigor-  
ous, Sturdy  
Chicks.

**Nothing  
Else  
Needed**

"Diamond" Chick Food is made from select grains and seeds, sweet dried meat, grit, shell and charcoal. *Steel Cut, No Dust.* Accurately proportioned and always of uniform food value. Not a tonic, not a medicine, but a natural food. None other so good.

**Ask for Free  
Sample**

**WARNING:** The name "Diamond" Chick Food is imitated. Look for our Trade Mark.

Send for Catalog No. 202 it lists Diamond quality poultry supplies and gives valuable suggestions on the care of poultry, their diseases and treatment.

**PORTLAND SEED CO.**  
PORTLAND, OREGON




# Better Farming

## A John Deere Book

—Just Out—

### A Farmer Can Get It Free



THIS valuable book has eighteen articles on live farm topics, written by the highest authorities. Get the book and a full description of John Deere Plows and Cultivators. They are the implements of quality, made for farmers who want the best. We will send the book and catalogue of John Deere goods if you write for

Package No. 46

Mention the package number sure, then you will get exactly the right stuff.

**DEERE & COMPANY, MOLINE, ILL.**

## Pearson-Page Co.

131-133 Front Street  
PORTLAND, OREGON

Superior facilities for handling

# PEACHES APPLES AND PEARS

Solicit Your Consignments

Reliable Market Reports Prompt Cash Returns

SIGNS POINT TO GOODLY YIELD IN LANE COUNTY

At its last meeting, Saturday, which was very largely attended, the Lane County Horticultural Association had reports from different parts of the county on the prospects for the fruit crop this season. The consensus of observation and opinion was that there would be a goodly crop of cherries, apples, peaches, prunes, etc., although in some orchards damage by spring frosts had reduced the maximum crop one-third. Prices for cherries will rule rather high, sustaining the highest prices for several years past.

W. G. Allen, a fruit packer and canner, who has recently made a tour of observation through the Pacific Coast states, pleaded for more production of berries, such as currants, strawberries and loganberries. He said it was remarkable the demand there was for currant juice and loganberry juice. He thought it was an established fact that the berry industry is good for a long time to come. Mr.

Allen further reported that there were very encouraging signs for fruit growers, the outlook being all that could be asked so far as the industry is concerned.

Phases of scientific culture were discussed. The association deplored, and denounced as well, the unscrupulous methods of some realty brokers who are particularly engaged in selling lands "sight-unseen" to buyers living in the East and Middle West, much of such land being unfitted for fruit raising. It was the sense of the meeting that every disappointed land buyer, who made a failure, worked a hardship on the fruit-growing industry.—Contributed.

IT IS reported that the firm of Denney & Co. of Chicago will be a very large factor in the marketing of the fruit crop in the Northwest this year. This firm has been very successful in securing satisfactory prices for the growers and shippers whom they have been representing in the past and have secured for themselves an enviable reputation as car lot distributors and marketing agents. They not only have a good standing with the shippers, but also with the jobbers, all of which has resulted from the fact that anyone trading with this firm is assured of a square deal and of each car receiving careful and prompt attention. Their facilities for securing satisfactory results and for handling a large volume of business are the very best, consisting of a well organized force of selling agents, superintended by men of ability, having full knowledge of the markets as well as of the production from the different sections, places Denney & Co. among the foremost distributing agents in the country.

## Burpee's Seeds that Grow

140 VARIETIES ANY QUANTITY

Plenty of stock in our 40,000 pounds

Growing Plants as season requires

All makes high grade

- Pruning Tools
- Garden Tools
- Hose and Spray Nozzles
- International Stock and Poultry Food
- International Remedies
- Incubators and Brooders
- Everything for Building
- Everything for Furnishing

**Stewart Hardware & Furniture Co.**

22,000 feet floor space. Hood River, Oregon

"I HAVE SO LITTLE FUNGUS

That I cannot afford to mark my fruit with bordeaux," says Mr. George T. Powell, of Ghent, New York, a grower of fancy apples. "I have less scale and finer foliage than ever before."

Reason: Five years' consecutive use of

# "SCALECIDE"

Cheaper, more effective, and easier to apply than lime-sulphur

Send for booklet, "Orchard Insurance"

**PRICES:** In barrels and half-barrels, 50c per gallon; 10-gallon cans, \$6.00; 5-gallon cans, \$3.25; 1-gallon cans, \$1.00

If you want cheap oils, our "CARBOLEINE" at 30c per gallon is the equal of anything else

B. G. PRATT CO., Manufacturing Chemists, 50 Church Street, NEW YORK CITY

# NURSERY CATALOG

New, handsome, instructive, up-to-date, describing

Fruit and Ornamental Trees, Shrubs, Vines, Roses, Berry Plants, etc.

Free on request. Write now, mentioning this paper.

J. B. PILKINGTON, Nurseryman, Portland, Oregon

## Order Direct and Save Agent's Profit

Why not order your nursery stock direct from us, and save that 25 per cent commission which most nurserymen allow their salesmen? The price we name for our stock is a price based on actual growing cost, plus our one small margin of profit, a price eliminating all traveling men's expenses, dealers' profits and agents' commissions. Write us before placing your order.

**DONALD NURSERY COMPANY, Donald, Oregon**

Editor Better Fruit:

Please send a copy of your May number of your magazine. It is a beauty. A. W. Henning, White Bluffs, Montana.

## FRUIT GROWING AND BEE KEEPING

Learn what an ideal combination it makes. "Gleanings in Bee Culture" tells all about it. Six months' trial subscription 25 c. 64-page book on Bees and supply catalog free. **THE A. I. ROOT CO., Box 83, Medina, Ohio.**



TRADE MARK

The most useful article you can have about your place. Stop the leaks in boats, canoes, water tanks, tubs, pails, eaves troughs, roofs, water pipes, watering troughs, irrigation sluice ways, etc. Easily applied, sets in a few moments, anchors itself firmly to wood or metal surfaces. Does not taint or discolor water. Ideal for coating inside of cement or wood silos. Just the thing for grafting trees. Has hundreds of uses. Pints 50 cents, quarts \$1.00. Write for free booklet. Agents wanted. Send 30 cents for a sample can and give Petro a trial. Money back if not satisfied.

**PETRO MANUFACTURING CO.**  
317 Main St., Rockford, Illinois.

## THE FRUIT BEST ADAPTED FOR EASTERN OREGON

**S**AYS Professor C. I. Lewis of the Oregon Agricultural College horticultural department: "Care should be exercised in the selection of varieties of fruit for planting in Eastern Oregon, since the higher elevations of that part of the state suffer more or less from the severity of the winter and the drouth in summer. As to apples, the Russian varieties will be the hardiest. These in low altitudes are summer and fall varieties, but often in high altitudes they are long keepers. The Red Astrachan, Gravenstein, Duchess, Wolf River, Wagener and McIntosh Red are the best and most satisfactory varieties to plant. Occasionally nearly any of the standard varieties grow sufficiently well for family use. Varieties of some promise in such sections are Rome Beauty, White Winter Pearmain, Delicious and Gano. The three varieties of pears I would suggest for the region are White Doyanne, Seckle and Clapp's Favorite. Peaches, as a rule, are not successfully grown in the higher elevations of Eastern Oregon, but occa-

sionally such varieties as the Alexander and Amsden do very well. The Gobbs apricot is often successful."

The four kinds of cherries suggested by Professor Lewis as most suitable for Eastern Oregon are Lambert and Bing, sweet cherries, and Early Richmond and Olivette for sour ones. Two varieties of raspberries, Cuthbert and Turner's Red, are named as good, and any of the standard varieties of blackberries, such as Kittatinny, Lawton and Eldorado, may be grown. Red Jacket and Champion gooseberries, and Bederwood, Warfield and Clark Seedling strawberries are also mentioned.

### Editor Better Fruit:

We have opened our London house as intended when the writer was with you, and are now in a position to handle your entire output of fruit to the best possible advantage. The writer has been traveling in the various apple markets, and D. Crossley & Sons now have connections in all markets abroad where apples are eaten. We are pleased to say that our firm has had a large percentage of the apples received in Europe during the months of March, April and May. Our last shipment of Hood River apples, seven hundred boxes, sold at very high prices. Yours very truly, William Crossley, Covent Garden, London.

## NEW RESIDENTS

We are always pleased to extend courteous assistance to new residents of Hood River and the Hood River Valley by advising them regarding any local conditions within our knowledge, and we afford every convenience for the transaction of their financial matters. New accounts are respectfully and cordially invited, and we guarantee satisfaction. Savings department in connection.

### HOOD RIVER BANKING AND TRUST COMPANY HOOD RIVER, OREGON

LESLIE BUTLER, President  
F. MCKERCHER, Vice President  
TRUMAN BUTLER, Cashier

Established 1900  
Incorporated 1905

## Butler Banking Company

HOOD RIVER, OREGON

Capital fully paid \$50,000      Surplus and profits over \$50,000

INTEREST PAID ON TIME DEPOSITS

We give special attention to Good Farm Loans

If you have money to loan we will find you good real estate security, or if you want to borrow we can place your application in good hands, and we make no charge for this service.

THE OLDEST BANK IN HOOD RIVER VALLEY

## LADD & TILTON BANK

Established 1859

Oldest bank on the Pacific Coast

PORTLAND, OREGON

Capital fully paid      -      -      -      -      -      \$1,000,000

Surplus and undivided profits      -      -      -      -      -      800,000

### Officers:

W. M. Ladd, President      R. S. Howard, Jr., Assistant Cashier  
Edward Cookingham, Vice President      J. W. Ladd, Assistant Cashier  
W. H. Dunckley, Cashier      Walter M. Cook, Assistant Cashier

INTEREST PAID ON TIME DEPOSITS AND SAVINGS ACCOUNTS

Accounts of banks, firms, corporations and individuals solicited. Travelers' checks for sale, and drafts issued available in all countries of Europe.

CAPITAL STOCK \$100,000      SURPLUS \$22,000

## FIRST NATIONAL BANK

HOOD RIVER, OREGON

F. S. STANLEY, President  
J. W. HINRICH, Vice President  
E. O. BLANCHARD, Cashier  
V. C. BROCK, Assistant Cashier

ESPECIAL ATTENTION AND CARE  
GIVEN TO BUSINESS DEALS  
FOR NON-RESIDENT CUSTOMERS

Thorough and Conservative

Assets over \$500,000

Savings Bank in connection

## Goodell Strawberry Plants

(Gold Medal A. Y. P. Exposition)

For Fall or Spring Planting

Can be safely shipped  
by mail or express  
in dozen lots

EXCLUSIVE  
AGENTS

## The Sunnyside Nursery Company

Sunnyside, Washington



## THE FUTURE FAR EASTERN MARKET POSSIBILITY

REGARDING Providence, Rhode Island, as a marketing possibility for fruits of all kinds, and especially Northwestern apples, the following letter from H. B. Fiske & Co., commission merchants of that city, will be of interest: "We believe that this market is worthy of consideration from all good sized shippers and packers who are putting up the right kind of a pack and who want to build up a business of the lasting kind. No market appreciates good stuff any more than this one does, and no market will stick to a good brand or a certain mark of stuff any more than the Providence people will.

"We have for several years handled Le Pope peaches for the Le Pope Orchard Company of Le Pope, Georgia. They have always put up a very fine package of fruit, perhaps the best that ever left the State of Georgia, and we have always been able to get the top of the market for it, and understand that our sales have always been very satisfactory to Mr. Hendrickson, the owner of the Le Pope orchard. Anyway, he continues to give us his business from year to year. We have been successful in holding our share of the high class accounts that come to this city. The population of Providence is about 245,000 and is growing rapidly. Providence has been handicapped for a great many years in having only one railroad, the New York, New Haven & Hartford. The Grand Trunk is now laying out its road to make Providence its terminal. There is about one and a quarter million dollars being expended on our bay, in docks and dredging, and we are all looking forward to a great future for Providence.

"It has been a great surprise to many shippers that Providence can use the quantity of stuff that it does, and there

are several reasons why it does, one of them being that we have such a surrounding country that gets its supplies from here, served by a most complete trolley express system, branching out into all the small towns, which gives us very rapid delivery. There are some things that we should want to caution the shippers about. One is that it would not pay to ship any slack, poorly packed or poorly graded stuff. It must be good. There are some varieties of apples that do not take here at all: such varieties as Winesaps, Jonathans, McIntosh Reds, Gravensteins, Baldwins and Bellflowers can be used to good advantage.

"We have been in business since 1874, and the members of this firm are Henry B. Fiske and his sons, William H. Fiske and Daniel S. Fiske, and we have built up a business that we are proud of for its conservativeness and up-to-dateness, two things which we think are hard to combine. We believe that the make-up of our firm is such that we can look after all the small details of the business most thoroughly, from the fact that there are three of us familiar with all things connected with it. We have absolutely no guess work about anything, all commission accounts being made up from actual sales. We keep a tally on everything connected with our business, and no one can steal twenty-five cents' worth from us or make any kind of a mistake without it coming to light. Our store is most centrally located, directly opposite the market, and we believe we do the best commission business with the Rhode Island farmers of any firm here."

Editor Better Fruit:

As a publisher I want to congratulate you as to the appearance of your publication, which is way above the average, and you are going to get the business. Yours truly, C. Troup, Chicago, Illinois.

WE GUARANTEE RESULTS

## Crest Spray

A HEAVY MISCIBLE OIL FOR ORCHARDS AND GARDENS



An Effective

## EXTERMINATOR

of all

Insect Life, Germs  
and Vermin

CREST SPRAY is the result of scientific and practical experiments by the best phytopathologists and chemists.

ANALYSIS: Tar and kindred products, Naphthal, Pyroligneous Acid, Douglas Fir Oil, Phenols, Creosote, Turpentine, Resin, Sulphur and Soda.

## DIFFERS FROM OTHER SPRAYS

Crest Spray is a soluble or miscible oil and mixes readily with water. It remains in solution, forming an emulsion.

It is non-poisonous and harmless to operator.

Requires no boiling or preparation like the Lime-Sulphur.

Its use is a saving of time and money.

Home-made Lime-Sulphur costs from 1½ cents to 2 cents per gallon.

Crest Spray costs from 1½ cents to 3 cents per gallon.

A gallon of Crest Spray has a covering power almost twice as great as Lime-Sulphur, reducing the cost nearly one-half.

SCIENTIFIC, EFFECTIVE, CON-  
VENIENT, ECONOMICAL

## PRICES:

Barrels, 25 or 50 gallons, per gallon	\$1.25
Five-gallon can, per gallon	1.35
One-gallon can, per gallon	1.50
Half-gallon can	.90
Quart can	.50
Pint can	.30

Testimonials sent on application

Crest Chemical Co.

84 Bell Street

Seattle, U. S. A.

Faculty Stronger Than Ever  
More Progressive Than EverResults Better Than Ever  
Attendance Larger Than Ever

ATTEND THE BEST

Behnke-Walker Business College

PORTLAND, OREGON



**10 DAYS FREE TRIAL**

We will ship you a "RANGER" BICYCLE on approval, freight prepaid to any place in the United States without a cent deposit in advance, and allow ten days free trial from the day you receive it. If it does not suit you in every way and is not all or more than we claim for it and a better bicycle than you can get anywhere else regardless of price, or if for any reason whatever you do not wish to keep it, ship it back to us at our expense for freight and you will not be out one cent.

**LOW FACTORY PRICES** We sell the highest grade bicycles direct from factory to rider at lower prices than any other house. We save you \$10 to \$25 middlemen's profit on every bicycle. Highest grade models with Puncture-Proof tires, Imported Roller chains, pedals, etc., at prices no higher than cheap mail order bicycles; also reliable medium grade models at unheard of low prices.

**RIDER AGENTS WANTED** in each town and district to ride and exhibit a sample 1912 "Ranger" Bicycle furnished by us. You will be astonished at the wonderfully low prices and the liberal propositions and special offer we will give on the first 1012 sample going to your town. Write at once for our special offer.

**DO NOT BUY** a bicycle or a pair of tires from anyone at any price until you receive our catalogue and learn our low prices and liberal terms. **BICYCLE DEALERS**, you can sell our bicycles under your own name plate at double our prices. Orders filled the day received.

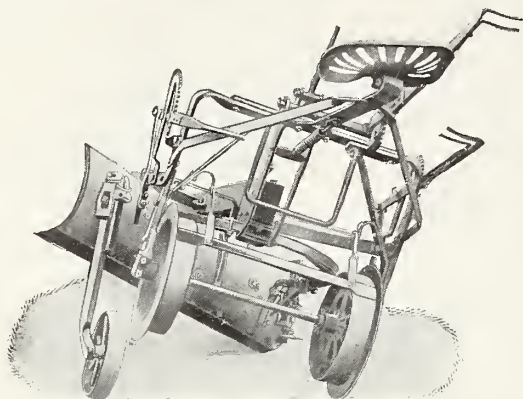
**SECOND HAND BICYCLES**—a limited number taken in trade by our Chicago retail stores will be closed out at once, at \$3 to \$8 each. Descriptive bargain list mailed free.

**TIRES, COASTER BRAKE** and everything in the bicycle line at half usual prices. **DO NOT WAIT** but write today for our Large Catalogue beautifully illustrated and containing a great fund of interesting matter and useful information. It only costs a postal to get everything. Write it now.

**MEAD CYCLE CO. Dept. L345 CHICAGO, ILL.**

## 20th Century Grader

The Light-Weight Wonder—600 Pounds



Will make your ditches—level your land—grade roads, throw up borders at a third usual expense. It's the Many Purpose Machine—the Irrigationist's best investment—the handy tool which you will find use for every day in the year—thousands in use.

Our new catalog full of pictures of the machine at work, shows how it will save you money. Send post card for it, name of nearest agent and distributing point.

**BAKER MANUFACTURING CO.**

542 Hunter Building, Chicago, Illinois

## Deming Spray Pumps

### PLENTY OF PRESSURE

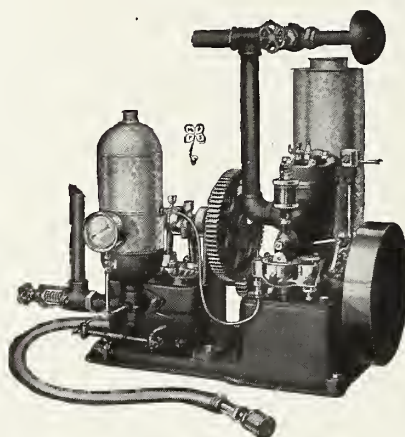
A spraying outfit that develops and holds a high pressure—as Deming Outfits do—has to be mighty well built—as Deming Outfits are.

Big air chambers; free-working yet water-tight valves that keep the liquid moving ahead; brass parts that almost wear forever; these enable Deming operators to cover the whole tree with fine, foggy spray that settles everywhere, and sticks and does the work.

Consult your local Deming dealer or write the nearest branch of

**CRANE CO., Pacific Coast Agents**

Portland, Seattle, Spokane, San Francisco



The Deming Company  
870 Depot Street  
Salem, Ohio

Hydraulic Rams  
Hand and Power Pumps  
For All Uses

## S. P. CALKINS & CO. MEMPHIS TENNESSEE

WHOLESALE BROKERS

Box Apples

Box Pears

Box Peaches

Box Prunes

PLENTY OF COLD AND COMMON STORAGE FACILITIES

References, Produce Reporter or any bank

## G. M. H. WAGNER & SONS

EXPONENTS AND PURVEYORS OF

### High Grade Box Fruits

MARKET CREATORS AND DISTRIBUTORS

Located for forty years in the largest distributing market in the world. Correspondence invited

123 W. South Water Street, CHICAGO



# The Shenandoah Nurseries

Offer for Fall and Winter Trade  
a complete assortment of

## IMPORTED FRUIT TREE STOCKS

Mahaleb, Mazzard, Myrobolan and Pear

## APPLE SEEDLINGS

American and French grown All grades  
Straight or Branched

## APPLE GRAFTS

Piece and Whole Root

## FINE STOCK OF GRAPES, CURRANTS AND GOOSEBERRIES

Strong, well rooted plants

## FOREST TREE SEEDLINGS

Carefully grown and graded

## LARGE GENERAL STOCK

Send list for prices

D. S. LAKE, Proprietor

SHENANDOAH, IOWA

For several years we have been supplying most of the nursery stock planted in the famous Wenatchee district. Our business has grown to one of the largest in the Northwest and we have gained a reputation of which we are proud.

Experience has taught us how to grow the **Cleanest, Healthiest, Best-Rooted Trees in the World.**

Our line is large and complete. Over two million trees sold last year. Our customers get what they order.

Send in your list, whether large or small.

## COLUMBIA AND OKANOGAN NURSERY COMPANY

Wholesale and Retail

Wenatchee, Washington



## Dairymen:

Our general creamery and dairymen's supply catalog is out. If you keep cows you should have one. They are free. Kindly give us the information asked for below and we will send you this large new catalog free:

How many cows have you? . . . . .

Do you separate your own cream? . . . . .

If so, how many lbs. per week? . . . . .

Name . . . . .

Address . . . . .

## MONROE & CRISSELL

145 Front Street, Portland, Oregon

A full line of Dairy Machinery and Supplies



**B**EWARE OF FAKE TREE DOCTORS.—Frauds are being perpetrated in several parts of the state by men who give as their references the names of professors at the State Agricultural College without authority. One claims preposterous things in the way of curing apple trees of anthracnose and protecting them from the codling moth by applying chemicals to the roots. Another is offering a premium with subscriptions to a paper.

Dean A. B. Cordley of the Agricultural School has received a letter from a farmer near Tualatin asking if he gave his indorsement to such men. The letter says:

"A man named Saunder claims to have a treatment whereby he renders trees immune from diseases by the application of some chemicals to the roots, especially apple trees. He claims that they will be cured of anthracnose, and that the codling moth will not bother such trees for six years, and that no spraying is required on treated trees other than a light spray of concentrated lye once every two or three years to keep moss off the trees. Mr. Saunder gave me the name of Professor Cordley as reference, so I ask the college to give me its opinion. I regard this fellow as a fraud, pure and simple, and in order to protect my neighbors from his operations I have written to the college."

"I know nothing whatever of him," Dean Cordley replied, "and if I should give my testimony in the case it would be to the effect that any man who claims to be able to render trees immune from the attacks of the codling moth, anthracnose and other fungous diseases by an application of certain chemicals to the roots of trees is a fraud."

Another letter from Lebanon states that a young man claiming to be connected with the college is taking subscriptions for a paper and offering a premium, which turned out later to be a fraud. Dean Cordley has issued a statement that there is no such person connected with the institution, and that he is evidently trading upon the popularity and reputation of the college to make smooth the way for his fraud.

## Rogue River Valley

30 acres; 20 acres 3-year-old orchard, consisting of 16 acres of Bartlett pears, 3 acres of Newtown and Spitzenberg apples, 1 acre family orchard; divided into two 10-acre tracts, other 10 acres ready for trees; one mile to Eagle Point and railroad station; less than mile to Tronson & Guthrie's orchard, world's prize-winner at Spokane in 1909. As good soil for fruit as can be found in valley. Terms: \$200 per acre; one-third cash, balance in three years at 6 per cent. Will sell entire or in 10-acre tracts. Sick-ness compels this sale, which is a sacrifice. Address owner, W. C. EARLE, 314 Couch Building, Portland, Oregon.



**POISONED BAITS TO KILL BUGS.**  
 "Poisoned baits are desirable for destroying grasshoppers, cut-worms and a few other insects," says H. F. Wilson, entomologist at the Oregon Agricultural College, in a new bulletin on insecticides for the garden, which will soon be off the press.

"Such baits are most effective if used in early spring," he says. "Poisoned slices of potato or some similar vegetable treated with a strong solution of arsenate of lead or paris green are used to poison sow-bugs and wire-worms."

"To make a bran arsenic mash mix thoroughly a pound of white arsenic, half a pound of brown sugar and six pounds of bran, and add enough water to make a wet mash. A spoonful should be placed at the base of each tree or vine. For cut-worms a still better bait may be prepared by mixing thoroughly a pound of paris green, fifteen pounds of middlings and fifteen pounds of dry bran and sowing it broadcast upon the vegetation, about the borders of cultivated fields or gardens. It may also be sown with a seed drill along the rows for destroying cut-worms in onion fields."

#### Editor Better Fruit:

We wish to acknowledge receipt of and thank you for your very courteous letter of the 22d, and surely appreciate the kindly attention you have given our request of a few days ago. You surely are realizing your original ambition in publishing "Better Fruit," as I have personally very much admired your good publication and consider it the best of its kind that I have had the pleasure of reading so far. Yours truly, The Sherwin-Williams Company, Cleveland, Ohio.

## THE NORTHWEST ASSOCIATION OF NURSERYMEN

Oregon—Albany Nurseries, Albany; A. Brownell, Portland; Sunnyslope Nursery Company, Baker City; Carlton Nursery, Carlton; A. McGee, Orenco, M. McDonald, Orenco; H. S. Galligan, Hood River; Tune-a-Tune Nursery, Freewater; J. B. Weaver, Union; S. A. Miller, Milton; G. W. Miller, Milton; C. B. Miller, Milton; F. W. Power, Portland; J. B. Pilkington, Portland; C. F. Rawson, Hood River; F. W. Settlemier, Woodburn; F. H. Stanton, Portland; Sluman & Harris, Portland; C. D. Thompson, Hood River; H. A. Lewis, Portland; Sunnyslope Nursery Company Baker City.

Washington—C. J. Atwood, Toppenish; J. J. Bonnell, Seattle; A. C. Brown, R. D. 2, Selah; Ed Dennis, Wenatchee; A. Eckert, Detroit; D. Farquharson, Bellingham; George Gibbs, Clearbrook; W. A. Berg, North Yakima; Interlaken Nursery, Seattle; Inland Nursery and Floral Company, Spokane; Rolla A. Jones, R. D. 1, Hilliard; A. Lingham, Puyallup; G. A. Loudonback, Cashmere; A. W. McDonald, Toppenish; C. Malm, Seattle; C. McCormick, Portage; W. S. McClain, Sunnyside; T. J. Murray, Malott; G. W. R. Peaslee, Clarkston; Richland Nursery Company, Richland; J. A. Stewart, Christopher; C. N. Sandahl, Seattle; F. K. Spalding, Sunnyside; H. Schuett, Seattle; A. G. Tillinghast, La Conner; Wright Nursery Company, Cashmere; F. A. Wiggins, Toppenish; C. B. Wood, R. D. 2, Selah; C. N. Young, Tacoma; E. P. Gilbert, Spokane; Stephen J. Hermeling, Vashon; Northwest Nursery Company, North Yakima; H. C. Schumaker, Brighton Beach; E. P. Watson, Clarkston; Yakima Valley Nurseries, Toppenish; Yakima-Sunnyside Nurseries, Sunnyside.

California—John S. Armstrong, Ontario; F. X. Bouillard, Chico; J. W. Bairstow, Hanford; Chico Nursery, Chico; Leonard Coates, Morgan Hill; California Rose Company, Los Angeles; California Nursery Company, Niles; Charles A. Chambers,

Fresno; L. R. Cody, Saratoga; R. P. Eachus, Lakeport; A. T. Foster, Dixon; E. Gill, West Berkeley; C. W. Howard, Hemet; William C. Hale, Orangehurst; William Kelly, Imperial; James Mills, Riverside; S. W. Marshall & Son, Fresno; John Maxwell, Napa; C. C. Morse & Co., San Francisco; Fred Nelson, Fowler; Park Nursery Company, Pasadena; George C. Roding, Fresno; Ruehl-Wheeler Nursery, San Jose; Silva & Bergholdt Company, New Castle; G. W. Sanders, Davis; Scheidecker, Sebastopol; W. A. T. Stratton, Petaluma; R. M. Teague, San Dimas; T. J. True, Sebastopol; J. B. Wagner, Pasadena; W. F. Wheeler, Oakesdale; Edwin Fowler, Fowler; Hartley Bros., Vacaville; Thos. Jacobs & Bros., Visalia.

Alabama—W. F. Heikes, Huntsville.  
 British Columbia—F. R. E. DeHart, Kelowna; M. J. Henry, Vancouver; F. E. Jones, Royal Avenue, New Westminster; Richard Layritz, Victoria; Riverside Nurseries, Grand Forks; Royal Nurseries & Floral Company, Vancouver.

Colorado—J. W. Shadow, Grand Junction.  
 Idaho—Anton Diedrichsen, Payette; J. F. Littooy, Mountain Home; O. F. Smith, Blackfoot; Tyler Bros., Kimberly; J. C. Finstad, Sand Point; C. P. Hartley, Emmet; J. A. Waters, Twin Falls.

Montana—Montana Nursery Company, Billings.  
 New Hampshire—Benjamin Chase Company, Derry Village.

New York—Jackson Perkins Company, Newark; McHutchinson & Co., New York; Vredenberg & Co., Rochester.

Pennsylvania—J. Horace McFarland Company, Harrisburg.

Tennessee—Southern Nursery Company, Winchester.

Utah—Harness, Dix & Co., Roy; Orchardist Supply Company, Salt Lake; Pioneer Nursery Company, Salt Lake; Utah Nursery Company, Salt Lake; Davis County Nursery, Roy.

## Hood River Valley Nursery Company

Route No. 3, Box 227

HOOD RIVER, OREGON

Phone 325X

Will have for spring delivery a choice lot of one-year-old budded apple trees on three-year-old roots, the very best yearlings possible to grow. Standard varieties from best selected Hood River bearing trees—Spitzenbergs, Yellow Newtowns, Ortleys, Arkansas Blacks, Gravensteins, Baldwins and Jonathans. All trees guaranteed first-class and true to name. Start your orchards right with budded trees from our nursery, four miles southwest from Hood River Station.

WILLIAM ENSCHEDE, *Nurseryman*

H. S. BUTTERFIELD, *President*

## Nursery Stock of Absolute Reliability

That's the only kind to buy. Good trees bring success and poor trees failure. Fruit growers know this. They do not experiment. They buy non-irrigated, whole root, budded trees, and we number scores of them on our list of well pleased customers. We have prepared this season for an immense business. That means trees, trees, trees without limit as to variety and quantity. We also have an immense stock of small fruits and ornamentals. We solicit your confidence, and will take care of the rest. Catalogue on application.

**Salem Nursery Company, Salem, Oregon**

Reliable and live salesmen wanted.

## Hood River Nurseries

Have for the coming season a very complete line of

## NURSERY STOCK

Newtown and Spitzenberg propagated from selected bearing trees. Make no mistake, but start your orchard right. Plant generation trees. Hood River (Clark Seedling) strawberry plants in quantities to suit. **Send for prices.**

**RAWSON & STANTON, Hood River, Oregon**

## The Old Reliable

Twenty-three years in business. Twelve thousand dollars more business last year than any previous year.

A reputation to sustain.

## The Albany Nurseries

(INCORPORATED)

Bigger and better than ever  
 A few more salesmen wanted

## THINGS WE ARE AGENTS FOR

KNOX HATS

ALFRED BENJAMIN & CO.'S CLOTHING

DR. JAEGER UNDERWEAR

DR. DEIMEL LINEN MESH UNDERWEAR

DENT'S and FOWNES' GLOVES

**Buffum & Pendleton**

311 Morrison St., Portland, Oregon

## FRUIT

Western Soft Pine. Light, strong and durable.

"Better Fruit" subscribers demand the "Better Box."

## BOXES

CAN MAKE TWO CARLOADS DAILY

## Washington Mill Co.

Wholesale Manufacturers

Spokane, Washington



## FLORIDA MEETING OF THE POMOLOGICAL SOCIETY

**F**RUIT GROWERS throughout the country, but more especially the citrus growers and the producers of sub-tropical fruits, will be interested in knowing that the volume containing the proceedings of the American Pomological Society meeting held at Tampa, Florida, last February has just come from the press. Secretary John Craig of Ithaca, New York, writes that it forms an indexed book of over three hundred pages. He further states that the information contained within its covers is contributed by experts and specialists in their particular fields.

This volume is valuable on a three-fold account. It contains the fullest presentation of methods of handling, transporting and marketing citrus fruits to be found anywhere; it contains an important symposium on the status of pecan

culture in the Gulf region; orchard heating is one of the topics, which is a live issue today, and this is discussed in the light of the most recent advances. In addition to these subjects, orchard management forms another important chapter. The history, classification and propagation of the mango by Professor Rolfs of the Florida Experiment Station is the most important contribution on mango culture thus far published. The Japanese persimmon, its propagation, culture and a method of processing the fruit so that the astringency is removed, forms an interesting chapter of Professor H. Harold Hume of Glen Saint Mary, Florida. Persons interested in these topics and desiring the publication should write to the secretary of this national society.

## THE TOOL that SAVES a TOOL

### What Prof. Bailey Says

"The Double Action 'Cutaway' Harrow has been satisfactory. I use it almost continuously on our hard clay land with good results."

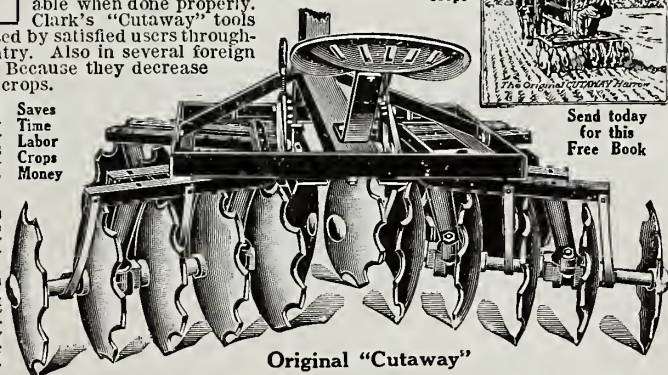
are used and endorsed by satisfied users throughout this entire country. Also in several foreign countries. Why? Because they decrease labor and increase crops.

Our disks are made of cutlery steel shaped and sharpened in our own shops and are the only genuine "Cutaway" disks.

Beware of imitations and infringements. We make a tool for every crop. If your dealer can't supply the genuine "Cutaway," write us your needs. Satisfaction guaranteed. Prompt shipments. Send a postal today for our new catalogue "Intensive Cultivation." It's Free.

Why buy two tools when one will do two kinds of work and do it better and easier? Clark's original "Cutaway" Harrow can be used as a field harrow and its extension head frame converts it into an orchard harrow. Drawn by two medium horses and will cut 28 to 30 acres or double cut 15 acres in a day. The genuine "Cutaway" disk slices, stirs, lifts, twists and aerates the soil. Working the soil this way lets in the air, sunshine and new life and kills foul vegetation. Thorough cultivation makes large crops. Successful farmers, orchardists, gardeners and planters know that intensive cultivation is profitable when done properly.

Clark's "Cutaway" tools  
Save  
Time  
Labor  
Crops  
Money



Original "Cutaway"

**CUTAWAY HARROW CO., 940 MAIN STREET, HIGGANUM, CONN.**

Mitchell, Lewis & Staver Co., Western Agents, Portland, Oregon

### INTENSIVE CULTIVATION



Send today  
for this  
Free Book

Buy and Try

## White River Flour

Makes  
Whiter, Lighter  
Bread

### "Hawkeye Tree Protector"

Protects your trees against rabbits, mice and other tree gnawers; also against cut worms, sun scald, and skinning by cultivation. Cost is but a trifle. The value of one tree is more than the cost of all the Hawkeye Protectors you will need. Write for prices and full description.

Burlington Basket Co.

#### STATE AGENTS

G. M. Westland, Wenatchee, Wash.  
Fair Oaks Nursery Co., Traverse City, Mich.  
Welch Nursery Co., Madison, Ala.  
Parker Bros. Nursery Co., Fayetteville, Ark.  
C. H. Webster, The Dalles, Oregon  
F. F. Powell, Stevensville, Mont.  
Humphrey Nurseries, Humphrey, Neb.  
Geo. F. Hall, Wendall, Idaho  
Brown Bros. Nursery Co., Rochester, N. Y.  
Elizabeth Nursery Co., Elizabeth, N. J.  
H. C. Baker, Route 2, Tunkhannock, Pa.  
O. K. Nurseries, Wynnewood, Okla.  
Jefferson Nursery Co., Monticello, Fla.  
J. A. Hess, Salt Lake City, Utah  
Denver Nurseries, Denver, Colo.  
Frank Brown & Son Co., Paynesville, Minn.  
Elm Brook Farm Co., Hallowell, Me.  
A. G. Swanson, Maimisburg, Ohio  
P. T. Siniff, Carthage, Ohio  
E. B. Wells, Topeka, Kansas  
J. M. Sharp, Delavan, Wisconsin

#### OUR BOOKLET

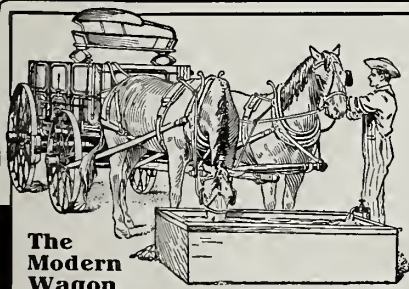
### When the Going is Hard

Contains information that is well worth your time to read. The discussion on "A Wheel with One Spoke" is worth DOLLARS to you. We tell you why a **wooden wheel is dished**, which is something many wagon manufacturers do not know. There are about twenty-five other articles just as interesting.

### DAVENPORT ROLLER-BEARING STEEL FARM WAGON



THE ROLLER BEARING



### The Modern Wagon

There are many reasons why the **DAVENPORT** is the wagon for the farmer today. Among these are: 30% to 50% Lighter Draft, Increased Carrying Capacity, Does Not Carry Mud, No Repair Bills, No Tires to Reset, and Many, Many More.

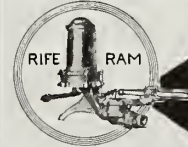
**Better Investigate.** Write for the booklet and also for our Package No. 22. Both sent FREE.

**DAVENPORT WAGON COMPANY**  
Davenport, Iowa

#### Increase Value of Your Orchard

Lying above irrigation ditches. Pump a big supply of water to any height with Rife Rams without expense or bother.

Cost little to install—nothing to operate.



### RIFE RAMS

Pump water

Raise water 30 feet for every foot of fall. Pump automatically—winter and summer. Fully guaranteed.

If there is a stream, pond or spring within a mile, write for plans, book and trial offer, Free.

RIFE ENGINE CO., 2525 Trinity Building, New York

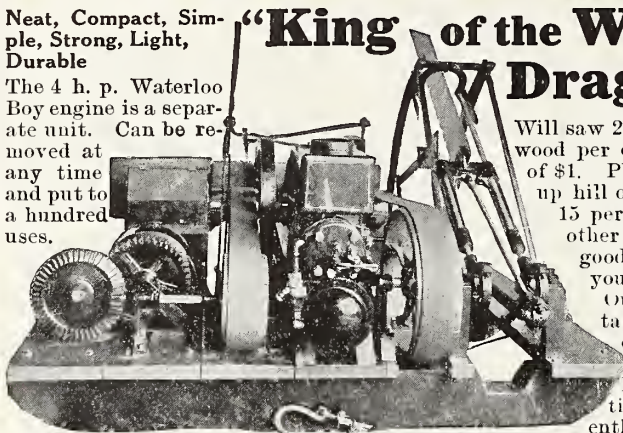


## \$20 per day Earning Capacity

Will Pay for Itself in Less Than Three Weeks. Operated by One Man.

Neat, Compact, Simple, Strong, Light, Durable

The 4 h. p. Waterloo Boy engine is a separate unit. Can be removed at any time and put to a hundred uses.



## "King of the Woods" Drag Saw

Will saw 20 to 40 cords of wood per day at a cost of \$1. PULLS ITSELF up hill or down. Costs 15 per cent less than other makes not as good. There's more you ought to know.

Our catalog contains complete description and prices: sent FREE with testimonials from enthusiastic users.

ASK FOR CATALOG C 5

**Reierson Machinery Co. PORTLAND, OREGON**  
SOLE MANUFACTURERS

## Seeds

THE KIND YOU CAN'T KEEP IN THE GROUND

They grow, and are true to name  
Write for prices on your wants

188 Front Street

J. J. BUTZER

Portland, Oregon

Poultry Supplies, Spray, Spray Materials, Fruit Trees, Etc.

## NORTHWEST GROWERS' UNIONS AND ASSOCIATIONS

WE publish free in this column the name of any fruit growers' organization. Secretaries are requested to furnish particulars for publication.

### Oregon

Eugene Fruit Growers' Association, Eugene; Ashland Fruit and Produce Association, Ashland; Hood River Fruit Growers' Union, Hood River; Hood River Apple Growers' Union, Hood River; Grand Ronde Valley Fruit Growers' Union, La Grande; Milton Fruit Growers' Union, Milton; Douglas County Fruit Growers' Association, Roseburg; Willamette Valley Prune Association, Salem; Mosier Fruit Growers' Association, Mosier; The Dalles Fruit Growers' Union, The Dalles; Salem Fruit Union, Salem; Albany Fruit Growers' Union, Albany; Coos Bay Fruit Growers' Association, Marshfield; Estacada Fruit Growers' Association, Estacada; Umpqua Valley Fruit Growers' Association, Myrtle Creek; Hyland Fruit Growers of Yamhill County, Sheridan; Newburg Apple Growers' Association, Newburg; Dufur Valley Fruit Growers' Union, Dufur; McMinnville Fruit Growers' Association, McMinnville; Coquille Valley Fruit Growers' Union, Myrtle Point; Stanfield Fruit Growers' Association, Stanfield; Oregon City Fruit and Produce Association, Oregon City; Lincoln County Fruit Growers' Union, Toledo; Rogue River Fruit and Produce Association, Medford; Mount Hood Fruit Growers' Association, Sandy; Northeast Gaston Farmers' Association, Forest Grove; Dallas Fruit Growers' Association, Dallas; Northwest Fruit Exchange, Portland; Springbrook Fruit Growers' Union, Springbrook.

### Washington

Kennewick Fruit Growers' Association, Kennewick; Wenatchee Fruit Growers' Union, Wenatchee; Puyallup and Sumner Fruit Growers' Association, Puyallup; Vashon Island Fruit Growers' Association, Vashon; Mt. Vernon Fruit Growers' Association, Mt. Vernon; White Salmon Fruit Growers' Union, White Salmon; Thurston County Fruit Growers' Union, Tumwater; Bay Island Fruit Growers' Association, Tacoma; Whatcom County Fruit Growers' Association, Curtis; Yakima Valley Fruit and Produce Growers' Association, Granger; Buckley Fruit Growers' Association, Buckley; Lewis River Fruit Growers' Union, Woodland; Yakima County Horticultural Union, North Yakima; Evergreen Fruit Growers' Association, R8, Spokane; White River Valley Fruit

and Berry Growers' Association, Kent; Spokane Highland Fruit Growers' Association, Shannon; Lake Chelan Fruit Growers' Association, Chelan; Zillah Fruit Growers' Association, Toppenish; Kiona Fruit Growers' Union, Kiona; Mason County Fruit Growers' Association, Shelton; Clarkston Fruit Growers' Association, Clarkston; Prosser Fruit Growers' Association, Prosser; Walla Walla Fruit and Vegetable Union, Walla Walla; The Ridgefield Fruit Growers' Association, Ridgefield; The Felida Prune Growers' Association, Vancouver; Grand View Fruit Growers' Association, Grandview; Spokane Valley Fruit Growers' Company, Spokane; Goldendale Apple Growers' Union, Goldendale; Yakima Valley Fruit Growers' Association, North Yakima; Southwest Washington Fruit Growers' Association, Chehalis; The Touchet Valley Fruit and Produce Union, Dayton; Lewis County Fruit Growers' Association, Centralia; The Green Bluffs Fruit Growers' Association, Mead; Garfield Fruit Growers' Union, Garfield.

### Idaho

Southern Idaho Fruit Shippers' Association, Boise; New Plymouth Fruit Growers' Association, New Plymouth; Payette Valley Apple Growers' Union, Payette; Parma-Roswell Fruit Growers' Association, Parma; Weiser Fruit and Produce Growers' Association, Weiser; Council Valley Fruit Growers' Association, Council; Nampa Fruit Growers' Association, Nampa; Lewiston Orchard Producers' Association, Lewiston; Boise Valley Fruit Growers' Association, Boise; Caldwell Fruit Growers' Association, Caldwell; Emmett Fruit Growers' Association, Emmett; Twin Falls Fruit Growers' Association, Twin Falls; Weiser River Fruit Growers' Association, Weiser.

### Colorado

San Juan Fruit and Produce Growers' Association, Durango; Fremont County Fruit Growers' Association, Canon City; Rocky Ford Melon Growers' Association, Rocky Ford; Plateau and Debeque Fruit, Honey and Produce Association, Debeque; The Producers' Association, Debeque; Surface Creek Fruit Growers' Association, Austin; Longmont Produce Exchange, Longmont; Manzanola Fruit Association, Manzanola; Delta County Fruit Growers' Association, Delta; Boulder County Fruit Growers' Association, Boulder; Fort Collins Beet Growers' Association, Fort Collins; La Junta Melon and Produce Company, La Junta; Rifle Fruit and Produce Association, Rifle; North Fork Fruit Growers' Association, Paonia; Fruita Fruit

## The High Cost of Living

Can be materially reduced by planting an assortment of trees and berries for home use.

Why buy your fruit and berries when you can raise them yourself and enjoy the luxury of having them freshly picked? There is hardly a farm garden or city lot where space cannot be found for these, greatly enhancing the value of the property and adding to the enjoyment of life.

Our large catalog is free for the asking. It's a beauty and should be in every home.



Toppenish

Washington

More Salesmen wanted.

### Montana

Bitter Root Fruit Growers' Association, Hamilton.

### Utah

Farmers and Fruit Growers' Forwarding Association, Centerville; Ogden Fruit Growers' Association, Ogden; Brigham City Fruit Growers' Association, Brigham City; Utah County Fruit & Produce Association, Provo; Willard Fruit Growers' Association, Willard; Excelsior Fruit & Produce Association, Clearfield (Postoffice Layton R. F. D.); Centerville Fruit Growers' Association, Centerville; Bear River Valley Fruit Growers' Association, Bear River City; Springville Fruit Growers' Association, Springville; Cache Valley Fruit Growers' Association, Wellsville; Green River Fruit Growers' Association, Green River.

### British Columbia

British Columbia Fruit Growers' Association, R. M. Winslow, secretary, Victoria; Victoria Fruit Growers' Exchange, J. W. Dilworth, secretary, Victoria; Hammond Fruit Growers' Union, D. S. Baker, secretary, Hammond; Hatzie Fruit Growers' Association, A. E. Catchpole, secretary, Hatzie; Western Fruit Growers' Association, A. M. Verchere, secretary, Mission; Mission Fruit Growers' Association, R. C. Abbott, secretary, Mission; Salmon Arm Farmers' Exchange, L. B. Pangman, managing director, Salmon Arm; Armstrong Fruit Growers' Association, W. F. Brett, secretary, Armstrong; Okanogan Fruit Union, Limited, L. J. Garraway, secretary, Vernon; Kelowna Farmers' Exchange, Limited, B. McDonald, secretary, Kelowna; Summerland Fruit Growers' Association, D. H. Watson, secretary, Summerland; Kootenay Fruit Growers' Union, Limited, J. K. Beeston, secretary, Nelson; Grand Forks Fruit Growers' Association, James Rooke, manager, Grand Forks; Boswell-Kootenay Lake Union, R. T. Hicks, secretary, Boswell; Queens Bay Fruit Growers' Association, G. F. Atree, secretary, Queens Bay; Kaslo Horticultural Association, A. F. Burge, secretary, Kaslo; Creston Fruit and Produce Exchange, J. Blinco, secretary, Creston.



# "The Edgemont Lid Press" FOR SEASON OF 1911

with New Improvements

Write H. PLATT & SONS, Como, Montana

## The Nearest Approach to Sunlight

—and the easiest on the eyes—Acetylene. Far superior to electricity, and costs less than lamp light.

### The Jenne Pit Acetylene Generator

will furnish the average house with perfect light for six months without attention during that time. Our 100-pound generator can be recharged by one man in less than 30 minutes.

**YOU CAN COOK WITH ACETYLENE** the same as with city gas, and by our new system you can light acetylene anywhere in your house, barn, chicken house, etc., by simply pressing a button.



The Jenne sells for one-half the cost of others of equal capacity. In durability, simplicity, economy, safety, convenience and positive action, we stand head and shoulders above all others.

**BURIED IN THE GROUND LIKE A CISTERN.** It is automatic in action in all kinds of weather—cannot freeze—absolutely safe—cannot get out of order.

Remember, our generator means a permanent improvement increasing the cash value of your house just as a furnace or a new roof would. It is not an expense, but an investment, and will last for one hundred years or more.

If you wish, you can make yours cost you nothing by being the first purchaser in your neighborhood, and making a sufficient number of sales to reimburse you for the purchase price. One Jenne Pit Acetylene Generator always sells others.

Full information cheerfully furnished relative to entire cost of lighting your house and adjoining buildings. Write for our free booklets, "Sunlight on Tap" and "Health Light for Homes." They are free.

**THE DWIGHT CO.**

105-109 YEON BUILDING

PORTLAND, OREGON



## Stranahan & Clark

DEALERS IN

Commercial Fertilizers  
Land Plaster, Lime  
Plaster Paris, Cement  
Building Plasters

HOOD RIVER, OREGON

## VEHICLES AND AGRICULTURAL IMPLEMENTS

THE BEST OF  
ORCHARD AND GARDEN TOOLS  
A SPECIALTY

**GILBERT - VAUGHAN  
IMPLEMENT CO.**

HOOD RIVER, OREGON

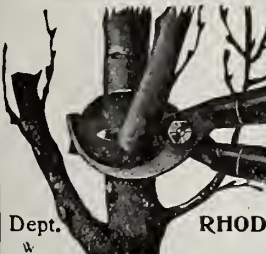
## HEADQUARTERS FOR CENTURY SPRAY PUMPS

Hose, Nozzles, First-class Plumbing Supplies

**C. F. SUMNER**

Successor to Norton & Smith

HOOD RIVER, OREGON



**RHODES DOUBLE CUT  
PRUNING SHEAR**

Pat'd June 2, 1903.

RHODES MFG. CO.,  
GRAND RAPIDS, MICH.

**THE only**  
pruner  
made that cuts  
from both sides of  
the limb and does not  
bruise the bark. Made in  
all styles and sizes. We  
pay Express charges  
on all orders.  
Write for  
circular and  
prices.

Dept. W

## VIRGINIA APPLE ORCHARDS



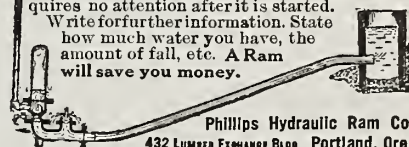
\$350, on long time and easy payments, buys a ten-acre apple orchard tract in the beautiful Shenandoah Valley of Virginia. Other lands \$15 per acre and up. Write for beautiful booklets and excursion rates.

**PAY BIG  
PROFITS**

F. H. LaBaume, Agricultural Agent N. & W. Ry., Box 2076, Roanoke, Virginia

## PUMPS WATER

for your Home, your Stock, or for Irrigation, without care or adjustment. No springs; no weights. Does not even have to be oiled. The Phillips Hydraulic Ram—Simple in construction—nothing to get out of order. Pumps a large amount of water to a low height or a small amount to a greater height. Requires no attention after it is started. Write for further information. State how much water you have, the amount of fall, etc. A Ram will save you money.



Phillips Hydraulic Ram Co.  
432 LUMBER EXCHANGE BLDG., Portland, Ore.



# CREATION



The tone is the Jewel.  
The case is the Setting.  
The combination is the  
Steinway—the Perfect  
Piano.

**H**E who is blessed with the power to create is blessed with God's greatest gift to man, and if he uses that power to increase the happiness of his fellow men he becomes a benefactor to the human race.

The world owes homage to the men who have devoted their burning energies to the consummation of one purpose, to the final and most perfect development of an ideal.

## The Steinway Piano

Is an example of the grand result of years of persistent, purposeful striving after the very highest musical ideal. Sons have taken up the task where fathers left off, so that alternate generations of genius, working through the finest piano factory in the world, have evolved the Steinway—a piano that has long since been acknowledged the musical masterpiece of the ages.

Priced at \$575, \$625, \$775 and up to \$1,600. Of course you can buy a piano cheaper, but it will be a cheaper piano.

Why not get the best?

VICTOR TALKING  
MACHINES and  
SHEET MUSIC

**Sherman & Co.**

SIXTH AND MORRISON  
PORTLAND, OREGON  
Exclusive Steinway Representatives

## FRUIT GROWERS, YOUR ATTENTION!

Royal Ann, Bing and Lambert cherry trees; Spitzenberg and Newtown apple trees; Bartlett, Anjou and Comice pears, and other varieties of fruit trees.

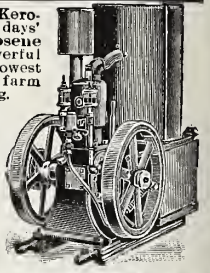
**A. HOLADAY** MONTE VISTA NURSERY  
SCAPPOOSE, OREGON

## Use KEROSENE Engine FREE!

Amazing "DETROIT" Kerosene Engine shipped on 15 days' FREE Trial, proves kerosene cheapest, safest, most powerful fuel. If satisfied, pay lowest price ever given on reliable farm engine, if not, pay nothing.

### Gasoline Going Up!

Automobile owners are burning up so much gasoline that the world's supply is running short. Gasoline is 9c to 15c higher than coal oil. Still going up. Two pints of coal oil do work of three pints gasoline. No waste, no evaporation, no explosion from coal oil.



## Amazing "DETROIT"

The "DETROIT" is the only engine that handles coal oil successfully; uses alcohol, gasoline and benzine, too. Starts without cranking. Basic patent—only three moving parts—no cams—no sprockets—no gears—no valves—the utmost in simplicity, power and strength. Mounted on skids. All sizes, 2 to 20 h. p., in stock ready to ship. Complete engine tested just before crating. Comes all ready to run. Pumps, saws, threshes, churns, separates milk, grinds feed, shells corn, runs home electric-lighting plant. Prices (stripped), \$29.50 up. Sent any place on 15 days' Free Trial. Don't buy an engine till you investigate. Amazing, money-saving, power-saving "DETROIT." Thousands in use. Costs only postal to find out. If you are first in your neighborhood to write, we will allow you Special Extra-Low Introductory price. Write! Detroit Engine Works, 507 Bellevue Ave., Detroit, Mich.

**P & O**

### CAMPBELL SUB-SURFACE PACKERS

We are the sole manufacturers of this famous Sub-Surface Packer, the only one made.

This is the one that you have heard everyone talking about.

Send for our Special Pamphlet on Sub-Surface Packing, the best known system for "dry farming," a method of absolutely insuring bumper crops with a minimum rainfall—the salvation of semi-arid regions. Made in Three Sizes, with 10, 16 and 24 wheels, is heavy and strong, and the frame is made to carry all the extra weight required. Write for Catalog No. V

**Parlin & Orendorff Co.,**  
CANTON, ILL.

## We Own and Have for Sale 1000 Acres of Willamette Valley Non-Irrigated Fruit Land

The A. C.  
Bohrnstedt Co.  
917 Andrus Building  
Minneapolis, Minn.

Gentlemen: Please send me your Willamette Valley Orchard Homes booklet. I have about \$..... to invest. Would like about..... acres.

Name .....  
Address .....

This is being sold in tracts of five, ten and twenty acres and upwards. We care for the orchards under the supervision of scientific horticulturists until the end of the fifth year development period.

**THE A. C. BOHRNSTEDT COMPANY**  
917 Andrus Building, Minneapolis, Minnesota

Branch Offices: 304 U. S. National Bank Building,  
Salem; Creswell, and Macleay, Oregon



# Use Labels! It Pays

**A GOOD COMBINATION  
AND A WINNER**

**1<sup>ST</sup> GOOD FRUIT  
2<sup>ND</sup> GOOD PACKING  
3<sup>RD</sup> GOOD LABELS**

**THE LABEL HELPS.**

## Schmidt Lithograph Co.

**E. SHELLEY MORGAN, MANAGER.**

**408 WELLS FARGO BLDG.**

**PORTLAND, OREGON.**

**SAMPLES AND PRICES ON APPLICATION**

### *The* PARIS FAIR

Hood River's largest and best store

**DRY GOODS  
SHOES, CLOTHING**

We are offering some extra specials in our Clothing Department. Ask to see them

Try a pair of American Lady \$3 and \$3.50 Shoes, or American Gentleman \$3.50 and \$4 Shoes

### Why Bother with Irrigation?

ASK

**PHOENIX LUMBER CO.  
SPOKANE, WASH.**

ABOUT

### Cut Over Lands

**YOU CAN BUY CHEAP**

### BETTER FRUIT

Has no peer in the Northwest

And so we have established

## The Fruit Journal

along similar lines in behalf of the great irrigated fruit districts of the Rocky Mountain region, a companion paper to this, your favorite fruit magazine.

We have made it up-to-date, clean, high class editorially, mechanically and pictorially.

The subscription rate is \$1.00 per year. It is worth it.

**THE INTERMOUNTAIN  
FRUIT JOURNAL**

**Grand Junction, Colorado**

*Ask the People Using Our Boxes About  
Quality and Service*

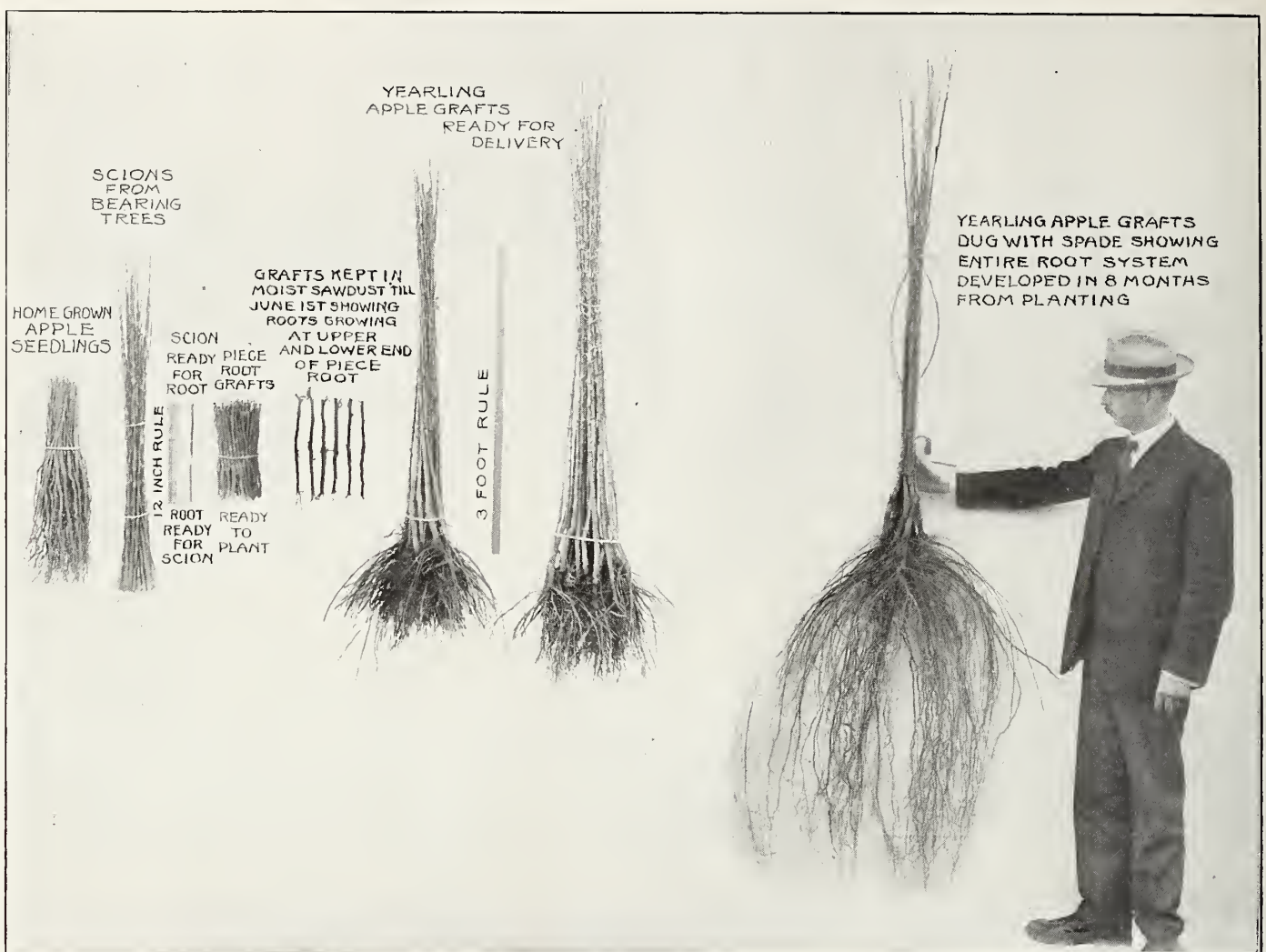
**WE MAKE EVERYTHING IN FRUIT PACKAGES**

### Multnomah Lumber & Box Co.

Jobbers of Pearson Cement-Coated Box Nails

Portland, Oregon





## Building An Apple Tree

We illustrate above some of the steps in the building of the splendid apple trees for which the Washington Nursery Company is famous, showing the tree from its inception as a seedling, through the grafting process and on to the thoroughly matured, splendidly rooted, finished product which we deliver.

Trees like these don't just "happen."

True, we have excellent soil, months of sunshine, and water at our disposal for irrigating as needed, but none of these would make up for lack of intelligent system from the time the French crab apple seed is planted, from which the root is produced, to the day when the customer receives his trees from our nursery.

We grow our own seedlings on clean new ground, using the seed of the hardy French crab, which is agreed to be the best known foundation for apple and crab, thus obtaining stock absolutely free from aphid or disease, such as is sometimes found on Eastern grown stock.

We obtain our scions direct from the orchardist, who cuts them from his own bearing trees and who guarantees to us that the varieties are true to name. We buy no scions from "jobbers" or professional scion cutters.

The grafting is all done in our own building, under our own personal supervision, and is as systematically carried on as the work in a clock factory.

The planting, care and cultivation, the maturing, digging, labeling and packing, are all carried on under the same careful system, which guarantees to every customer that he shall obtain what he pays for.

Behold the result.

The bundle of trees shown at the right were carefully dug with spades to obtain all the long, fibrous roots. This required the digging of a hole four feet deep and the careful crumbling away of the earth, but we wanted you to see why we lay claim to such sturdy, healthy stock, and this, we think, is convincing.

Those roots start at the top and the bottom of the piece root, as shown on the six small grafts in the center of the picture, and when we finally dig the tree for delivery, as shown in the two bundles with the yardstick between, the splendid system of roots which we have developed goes with the tree. Of course we do not attempt to deliver the long mass of roots shown at the right, for the planter could not use them if we did.

Our trees are built on honor and we are proud of our record. We want more customers for these good trees, and the large assortment of other good fruits we sell. Our salesmen cover practically every field. If you are overlooked, drop us a line.

## Washington Nursery Co.

TOPPENISH, WASHINGTON

SALESMEN EVERYWHERE—MORE WANTED



# ANYTHING IN SHEET STEEL



STEEL PIPES SAVE WATER

STEEL PIPES SAVE LABOR

**YOU DO NOT HAVE TO WAIT FOR STEEL PIPES TO  
"SOAK UP" AND THEY LAST INDEFINITELY**

WE MANUFACTURE

Galvanized Steel Pipe

Storage Tanks

Galvanized Steel Culverts

Pressure Tanks

Asphaltum Coated Pipe

Steel Flumes

Columbia Hydraulic Rams

**COLUMBIA ENGINEERING WORKS, Portland, Oregon**

## Do You Expect to Buy ? Any Trees this Year !

If so, then let us send you our literature explaining and illustrating our superior trees and how they are grown. You might just as well have **PROFITABLE** trees on your land as **UNPROFITABLE** ones. The difference in cost is only slight and the first crop will more than pay the difference.

We have letters from customers stating they have picked over half a box of apples per tree on trees planted only two years; and this is not an occasional tree, but runs uniform through hundreds of trees. When you have good fruit land, plant good trees.

The fact that we supplied more planters with their trees last year than in any one of the previous forty-four years the **OREGON NURSERY COMPANY** has been furnishing "Nunbetter" trees, is some favorable evidence, at least, as to the universal satisfaction **ORENCO** trees give planters, and this year will be no exception. Having the largest plant—and what is conceded the best equipped plant in the West—you can get all you need from one source. Just remember that the **OREGON NURSERY COMPANY, OF ORENCO, OREGON**, handles the best of everything in the nursery line, and that you will receive full value and courteous treatment when buying of us.

Openings for Just a Few Upright  
Industrious Salesmen

**Oregon Nursery Company**

**ORENCO, OREGON**



A sample of our yearling trees,  
the "Nunbetter" kind



# STEINHARDT & KELLY

101 PARK PLACE, NEW YORK

*The most extensive operators in High Class Fruits in the world*

"Within the Shadow  
of  
Mighty Mount Hood"



"Where the Rain  
and  
Sunshine Meet"



There Grow the  
Finest and Most  
Delicious Apples  
in all the  
Wide, Wide World

Purveyors to the most discriminating and exacting clientele, with direct connections in all the leading markets of the United States and Europe put this firm in the position of being able to distribute the output of the most extensive districts with celerity and dispatch

Correspondence will receive the personal attention  
of a member of the firm



# O. E. Spooner

94 South Market Street  
**BOSTON**

Car Lot

Deciduous and Citrus Fruit Distributors

Connections in Principal Foreign Markets



NO ACCOUNT TOO LARGE

Distribution Through Auction a Specialty. Sales Every Day

Check and printed account sales mailed day following. No drafts turned down; no adjustments to be made; you are guaranteed value received; each size and brand sold on its merits. Daily attendance at sales around two hundred from all over New England. ARE YOU INTERESTED?

**Boston, the Hub and Center  
of Distribution**

**ASK**

The Produce Reporter Co. . . . . Chicago  
The Better Fruit Publishing Co. . . . . Hood River  
The Packer . . . . . New York  
The Pink Sheet . . . . . New York  
The Green Sheet . . . . . Philadelphia  
Anybody . . . . . Anywhere



The Autocrat of the Breakfast Table—King of Table Apples

# THE HOOD RIVER NEWTOWN

AS SOLD BY STEINHARDT & KELLY



STEINHARDT & KELLY, New York

Handled practically the entire output of this most magnificent of apples  
as packed by the Hood River Apple Growers' Union

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



# HOOD RIVER SPITZENBERGS



STEINHARDT & KELLY, New York

The Fruit House "Par Excellence" of the Western Hemisphere

The high standing and long experience of this firm place them at the very top of the  
FRUIT MERCHANTS OF THE WORLD

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



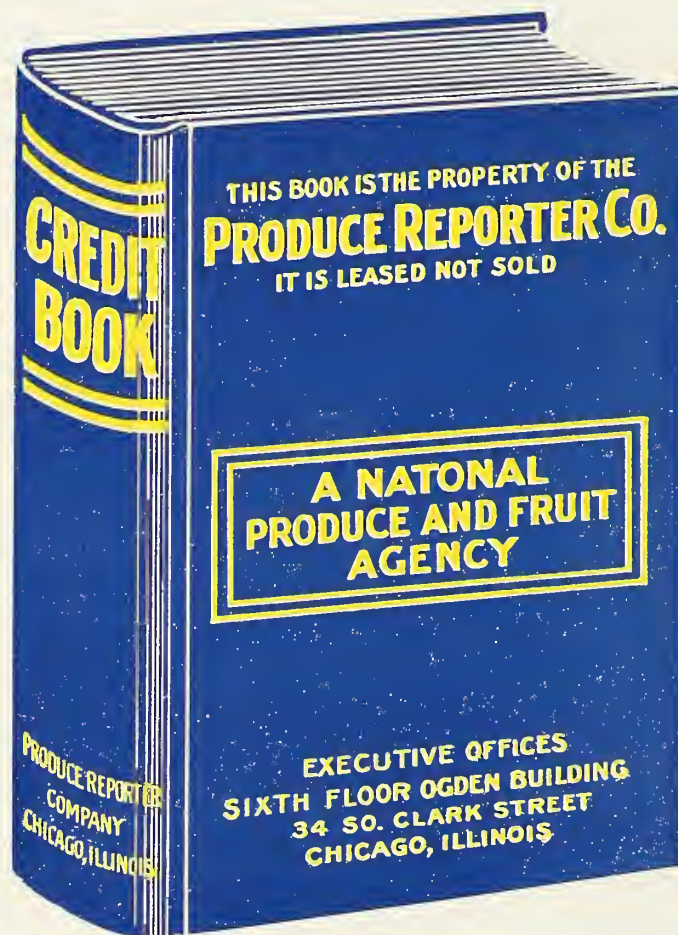
# HOW IS HE RATED?

The recognized authority on the financial and credit standing of the  
Wholesale Fruit and Produce Trade is the

## Produce Reporter Co.'s Credit Book

It shows their specialties, volume of business, financial responsibility and credit standing, based on  
actual "experience" of their distant customer

Size  
7 1/2 x 11 1/2 x 3 1/2  
inches  
1430 pages  
Weight 8 lbs.



Trading Members,  
Bonded Commission  
Merchants,  
Bonded Brokers  
in  
Black Face Type

## A National Protective Organization's Reference Book

**ADJUSTERS** in every market of importance in the United States to inspect adjust or  
resell rejected shipments.

**WELL ORGANIZED** Collection, Legal, Railroad Claim and Arbitration Departments.

What it is doing for others it can do for you.

**WORTH INVESTIGATING.**

Yours truly,

Tear this off and mail to  
Produce Reporter Co., Chicago

Send us terms of membership and explanation of benefits.

Signature .....

Address .....

**Produce Reporter Co.**  
CHICAGO